



Media Information

January 13, 2010

BMW Indonesia opens new office premises in the heart of Jakarta.

New office is in a state-of-the-art environmentally friendly building.

Jakarta. PT BMW Indonesia's new office premises at The Plaza office building were officially opened today by Mr. Graeme Grieve, Vice President BMW Group, visiting from Munich. Mr. Johannes Seibert, Managing Director of BMW Asia and Mr. Ramesh Divyanathan, President Director of BMW Indonesia, also attended the inauguration in the state-of-the-art and environmentally friendly building.

"BMW Group is proud to have operated in Indonesia with our own subsidiary since 2001," said Mr. Grieve who oversees emerging markets in Asia, Africa, Middle East, Eastern Europe, Central and South America. "This is a democratic developing country with vast potential. Indonesia's strong growth in the face of last year's economic crisis and the smooth elections served as the best image-builders for the country. Indonesia's increasing prominence in ASEAN and the G20 group of nations reflects its enhanced position on the global stage."

He added that the move to the new location attests to the company's commitment to its operations in the nation, with exciting plans of new model introductions planned for throughout 2010. "Our relocation to the newest and most modern building in Jakarta shows BMW Group's strong confidence in its subsidiary in Indonesia."

Located at the heart of Jakarta and next to the capital's most famous and busiest roundabout known locally as Bundaran Hotel Indonesia, the new headquarters also allows more opportunities for BMW to hold events at the prestigious shopping plazas

at adjacent buildings, that fits to its premium brand image. Occupying the 21st floor of The Plaza, the office reflects the typical BMW attributes characters of modernity, innovation, aesthetics and elegance. The working environment is designed to create a transparent and open communication between the members of the organization. The office building carries a green concept with the application of low E-coating technology to reduce energy consumption, waste water treatment and a lower-emission gas engine to provide electricity back up.

“BMW Group’s strategy is to integrate sustainability throughout the entire value chain to create an added value for the company, the environment and society. The green concept of this office tower is one of the reasons for us to relocate our headquarters here” said Mr. Grieve.

For its commitment to environment protection, BMW Group has been ranked the most sustainable car company in the world by the Dow Jones Sustainability Index for the fifth consecutive year. BMW reduced CO₂ emissions more than any other auto manufacturer selling in the US or Europe This commitment and vision will also bring a positive impact for its operations in Indonesia.

“Although we know that luxury cars make up a small proportion of the total vehicle population in Indonesia, BMW cars with their EfficientDynamics technologies and our company’s commitment to sustainability in its operation, will help Indonesia in its commitment to cut emissions by at least 26 percent by 2020,” added Mr. Grieve.

BMW Indonesia projects positive double digit growth in 2010. The company is prepared to invest in brand building, the introduction of 10 new models, refurbishment of dealer showrooms including after-sales facilities and training and human resources development.

BMW sales in Indonesia recorded impressive growth of 25% last year, making BMW the fastest growing premium brand in the market. This achievement positions Indonesia among the few markets in the world that booked significant increase in volume of sales, along with China, Brazil and India.

###

Media Information

Date January 13, 2010

Topic BMW Indonesia opens new office premises in Jakarta.

Page 3 of 3

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

BMW in Indonesia

PT. BMW Indonesia is a wholly-owned subsidiary of Bayerische Motoren Werke (BMW) AG, the world manufacturer of BMW vehicles based in Munich, Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia and its commitment to maintaining and extending BMW's leading position in the premium market segment. PT. BMW Indonesia's activities cover the wholesale of BMW cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 11 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. Selected models of the 3 and 5 Series sedans are also assembled in Indonesia by a local partner. More information about BMW Indonesia may be found online at www.bmw.co.id.

For further information please contact:

Helena Abidin
Corporate Communications Director
Tel: +62 -21-3000 7710
Mobile: +62-816-968 450
Email: maria.h.abidin@bmw.co.id

Roberto Sumabrata
Corporate Communications
Tel : +62-21-30007724
Mobile : +62-818-306 307
Email : roberto.sumabrata@partner.bmw.co.id