



Media Information

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BMW Indonesia's new Buy Back Guarantee for 5 Series.

Jakarta. BMW Indonesia announced today that purchasers of BMW 523i and BMW 530i are entitled to a 90 percent Buy Back Guarantee after one year of ownership. The Buy Back Guarantee program will be covered by the BMW authorized used-car dealer, PT Bestindo Car Utama, located in Bintaro.

To be eligible for the program, the car should have less than 15,000 km usage and have been maintained by BMW authorized dealers.

"The resale value of our cars has increased significantly in the recent years. Now, driving a BMW 5 Series is an even better investment with our Buy Back Guarantee program," said President Director of BMW Indonesia Ramesh Divyanathan. "The cost of ownership should the customer decide to sell the car within one year would be lower than the rental cost of the car. On top of that, our BMW Service Inclusive provides free maintenance services for up to 5 years or up to 60,000 km."

The BMW 5 Series is a sporty and elegant mid-size saloon, perfect for both business and pleasure. The striking-looking model, already renowned as a prestigious and luxurious executive saloon offers great handling and maneuverability even in the most traffic-plagued streets of Jakarta. Its popularity in this segment is shown from the 40% increase in sales in 2009, reaching 208 units. The BMW 530i and 523i are priced at Rp. 929.000.000.000 and Rp. 789.000.000.000,- off the road Jakarta.

BMW Indonesia reported sales of 70 units in January 2010, an almost doubling of sales figures at the same time in January 2009. The volume growth has been bolstered by excellent sales of 3 core models; the BMW 3 Series (29 units), BMW 5 Series (12) and the BMW 7 Series (10). The BMW X5, a Sport Activity Vehicle, also showed strong growth with 10 unit sales, while the first Sport Activity Coupe in the

world, the BMW X6, recorded 7 unit sales.

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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 approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues for 2009 totaled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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.

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