



Media Information

April 8, 2010

BMW News in Brief.

BMW Indonesia held 2010 BMW Aftersales Challenge.

Representatives from the greater Jakarta area triumphed in the 2010 BMW Aftersales Challenge, held in March 2010 at the BMW National Training Center. The first winner in the category of Service Advisor is from Tunas Mobilindo Parama Tomang, and the first winner in the category of Technician is from Bestindo Car Utama Bintaro. All participants received certificates of appreciation and prizes from BMW Indonesia.

They emerged victorious from the finalists of 10 Service Advisors and 14 Technicians from BMW authorized dealers in Jakarta, Surabaya and Semarang who had come through the tough qualification round from among 23 Services advisors and 100 Technicians. The program held by BMW Indonesia aims to motivate and improve the competence of BMW service advisors and technicians from all BMW authorized dealers in delivering high standard of services to BMW owners.

“Our Service Advisors and Technicians are among the most important front liners in our organization,” said Ramesh Divyanathan, President Director of PT BMW Indonesia. “In 2009, we invested 2.5 billion Rupiah in training, covering 3000 man-day-training in our state-of-the art BMW National Training Center at German Center, BSD. This shows our commitment in continuing improving the competence of our team, as well as in delivering premium services to our customers in Indonesia.”



GOOD SERVICE: Mr. Ramesh Divyanathan, President Director of BMW Indonesia, congratulates dealer partners and the winners of the BMW Aftersales Challenge 2010 for Service Advisors.



TECHNICAL SUPPORT: Mr. Ramesh Divyanathan, President Director of BMW Indonesia, congratulates dealer partners and the winners BMW Aftersales Challenge 2010 for Technicians.

3P program now expanded.

BMW Indonesia has added the BMW 3 Series model year 2004 to its 3P (Price, Performance and Punctuality) program with the aim of allowing customers of BMW older models to enjoy the benefits of BMW Original Parts and Services at BMW authorized dealers nationwide.

A success since its introduction in 2004, the 3P program from BMW provides an affordable and high standard of services, including BMW Original Parts, to owners of BMW older models. The program also has increased customer awareness of using

BMW authorized dealers for maintenance and service of their vehicles, and thereby reducing the risk of improper maintenance of their BMWs.

All BMW Original Parts are covered by a two-year warranty. The services offered in the 3P program cover suspension, brake, clutch, V-belt, oil & filter and steering system packages for the BMW 3 Series E46 from 1999 to 2004, BMW 3 Series E36 from 1991 to 1998, BMW 5 Series E39 from 1996 to 2000 and BMW 5 Series E34 from 1990 to 1995.

The 3P program is also part of BMW Group's Product Piracy Exclusivity campaign to raise awareness among customers of the repercussions and damage to their BMW cars through using non-original parts. The campaign demonstrates the immediate and long-term impact on the customers from buying non-original parts, including:

- Counterfeit components can cause serious damage to the vehicle – or even pose a threat to the safety of the driver and passengers.
- Higher, overall servicing cost as counterfeit parts wear out faster. Due to the inferior quality of the counterfeit parts, customers may need to visit the workshop more often, thus increasing cost, which could have been avoided by using Original BMW Parts.

BMW X models the picks in Off Road magazine readers' poll

BMW X models finished atop the latest readers' poll by German magazine Off Road. The BMW X5 was voted "Off-Roader of the Year" in the "Luxury SUV" category, while the BMW X1 and BMW X6 came first and second in the "Crossover" category and the BMW X3 took second place in the "SUV" category.

There also was a special honor for the much-anticipated newest arrival in the BMW X family, with the BMW ActiveHybrid X6 garnering the Eco Award for its innovative powertrain.

Customers and auto experts have praised the BMW X models for their fun-to-drive qualities, superior all-wheel-drive technology and powerfully expressive styling.



THE X FACTOR: The BMW X Family: BMW ActiveHybrid X6, BMW X6, BMW X5, BMW X3 and BMW X1.

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The BMW Group

The BMW Group is the world's leading premium car manufacturer since 2005 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. The pre-tax profit for 2009 was euro 413 million, revenues totalled 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 Munich-based Bayerische Motoren Werke (BMW) AG in 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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