



Media Information

June 10, 2010

## **New BMW Gran Turismo unveiled in a private viewing in Jakarta.**

- **Publisher Dian M. Muljadi appointed Ambassador of BMW Gran Turismo in Indonesia.**

**Jakarta.** Ramesh Divyanathan, President Director of BMW Indonesia, unveiled the new BMW Gran Turismo in a private viewing and introduced Dian M. Muljadi as the Ambassador of BMW Gran Turismo in Indonesia.

"We are proud to introduce this fascinating model to our clientele in Indonesia," said Mr. Divyanathan. "Ibu Dian represents distinguished members of modern Indonesian society who are open-minded, innovative, creative and high achievers, fitting perfectly with the image of the BMW Gran Turismo."

Dian M. Muljadi is the Managing Director of Trinaya Media, publisher of Elle, Elle Decoration and Marie Claire Indonesia. Also selected are seven BMW Gran Turismo Envoys from various backgrounds in the arts and business – Addie MS, Arini Subianto, Esti Nurjadin, Indra Leonardi, Otis Hahijari, Ridwan Kamil, and Sarah Moerad Oestara, and - who represent the Indonesian spirit of modernity.

The new BMW Gran Turismo continues the BMW Group's commitment to bringing world firsts to its customers. As the most successful premium brand manufacturer in the world, the company is creating a new segment with the BMW Gran Turismo, which is a combination of prestigious saloon, highly versatile Sports Activity Vehicle and classic Gran Turismo in a modern, attractive and future-oriented style. The model received honorable mention in the 2010 Red Dot design award.

Stylish and elegant in design, this unique model comes with a coupe-like, stretched and sleek roofline, frameless doors and a two-piece tailgate. The luxurious and generous interior gives passengers a spontaneous feeling of comfort and first-class ambiance. The superior feeling is enhanced by easy entry to the car, the slightly elevated seating position, large window areas, panorama glass roof and exquisite materials and supreme quality of finish.

As its name indicates, the BMW Gran Turismo is ideally suited for a truly wonderful travel experience. The luxurious ambience immediately makes the driver and passengers feel at home, the spacious legroom at the rear is the same as in the BMW 7 Series standard wheelbase version, and the headroom is equal to that of the BMW X5. Moreover, extensive entertainment features are equipped for the passenger.

The premiere of the new BMW Gran Turismo is scheduled to be on 23 July 2010 at the Indonesia International Motor Show. The model introduced is the **BMW 535i Gran Turismo**, featuring the first **six-cylinder in-line gasoline engine that is equipped with TwinPower Turbo, High Precision Injection and Valvetronic**, capable of developing maximum output of **306 hp at 5,800 rpm** and maximum torque of **400 Nm from 1,200 to 5,000 rpm**. With the **8-speed automatic transmission**, it accelerates from a standstill to **100 km/h in 6.3 seconds** on average fuel consumption of **8.9 l/100 km** with **CO2 emissions of 209 g/km**. The engine complies to EU 5 standard.

The BMW Gran Turismo is equipped with BMW EfficientDynamics technology developed to bring outstanding performance, fuel efficiency and low emission. Through BMW EfficientDynamics, BMW Group has been able to cut its European fleet emissions by 25% in 2008 compared to 1995 levels. In acknowledgement of its commitment to a sustainable environment, for the fifth consecutive year BMW has been rated the world's most sustainable automobile manufacturer in Dow Jones Sustainability Index.

**BMW Gran Turismo price – off the road Jakarta :  
Rp. 1.398.000.000,-**

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Date June 10, 2010  
Topic New BMW Gran Turismo unveiled in a private viewing in Jakarta.  
Page 3 of 3

### **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](http://www.bmw.co.id).

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