



Media Information

September 24, 2010

BMW Studio opens at Senayan City.

Jakarta. BMW Indonesia's recently opened BMW Studio at Senayan City shopping complex has already drawn thousands of visitors interested in experiencing the brand in a comfortable and strategically located setting. The BMW Studio is the second in Jakarta after the one at Plaza Indonesia.

"We are aware that people in Jakarta spend a lot of time in malls, which has become part of their urban lifestyle. Locating a BMW Studio at an upscale shopping complex such as Senayan City is an ideal way to showcase our products at a venue closer to our customers and their daily lives," said Ramesh Divyanathan, President Director of BMW Indonesia. "Since the opening two weeks ago, our BMW Studio has been visited by more than 3,000 visitors."

The best selling Sport Activity Vehicles (SAVs) in the premium segment, BMW X5, BMW X3 and the new BMW X1 together with Sport Activity Coupés BMW X6 and X6M - are currently on display at the studio. In the first 8 months of the year, BMW delivered a total of 187 units SAV/SACs to its customers, consisting of 50 units X1, 9 units X3, 96 units X5 and 32 units X6.

The BMW Studio is designed to fit with the values of the brand in a premium ambience with a modern, innovative yet elegant feeling. Customer services include sales consultancy for both new cars and BMW Premium Selection or certified used cars, financing programs and driving experience.

Attractive programs are offered for customers and visitors of BMW Studio. A special gift is provided for customers who buy certain models of BMW – an iPod classic for the purchase of 1 Series and 3 Series, a MacBook Pro for purchase of X5 and a Macbook Air for purchase of 7 Series.

Furthermore, visitors who test-drive a BMW stand a chance to win 2 return air-tickets to Singapore, plus 2 nights at the new Marina Bay Sands resort to visit BMW World - a showcase to experience the BMW brand and its latest achievement in design and innovation, similar to the award-winning BMW Welt in Munich. Fascinating BMW cars including special models that are flown directly from Germany are on display at BMW World that will run from November 9 until 14, 2010. The prize will be drawn on October 31, 2010.

BMW Studio also showcases BMW Accessories and Lifestyle collections including Kids Mobility and BMW bicycles. An entertainment corner is provided for the enjoyment of kids. For golfers, an advanced golf simulator will be set up with prizes for special golf-related competitions.

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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 six 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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