



Media Information

October 5, 2010

BMW is the Official Car of the Commonwealth Bank Tournament of Champions 2010.

Jakarta. BMW Indonesia announced today that 10 units of its top-selling BMW X5 Sports Activity Vehicle will chauffeur the top tennis players participating in the Commonwealth Bank Tournament of Champions in Nusa Dua, Bali, from November 4-7, 2010.

"Tennis is a dynamic sport, an attribute that suits the BMW brand. And the BMW X5 with its sportiness and versatility is perfectly suited for active people," Ramesh Divyanathan, President Director of BMW Indonesia, said at the press briefing today announcing BMW as the official car of the tournament.

"In line with the global trend, interest in tennis is continuously growing in Indonesia. We are therefore pleased to be a partner of the Commonwealth Bank Tournament of Champions and support this world-class event in Indonesia. In addition, as a good corporate citizen, we are proud to support Bali as the host of this event and to promote this beautiful island as a world travel destination," he added.

The Commonwealth Bank Tournament of Champions also provides an opportunity for BMW to play an active part in the players' off court activities. The event to be organized by BMW on November 3, will involve two of the participating players and the BMW X5.

BMW Indonesia has also established a partnership with the Express Group Limousine Services, who will provide their drivers for the BMW X5 during the tournament. Although the Express Group is already using the BMW X5 in its fleet for a few years and all its drivers are familiar with the model, BMW Indonesia is providing additional training for the event. All BMW X5 drivers involved in the Commonwealth Bank Tournament of Champions were put through a driving training program conducted by a

certified BMW Driver Trainer on October 4, 2010.

Part of the Sony Ericsson WTA Tour, the Commonwealth Bank Tournament of Champions, themed Road to Bali, brings a season-long link and race, tying together the 32 International series championships throughout the year. Only the top eight players who have captured at least one International Series tournament during the year and who are not participating in singles at the year-end Sony Ericsson Championships - Doha 2010 will qualify for the event. Players will have just one opportunity to advance to the semi-finals in an all-or-nothing knockout.

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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. Total revenue was 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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