



Press Release

BMW Indonesia and Hotel Indonesia Kempinski Jakarta Launch Strategic Partnership

11 October 2010 – In the field of luxury cars, BMW is the exclusive partner of the German Kempinski Hotels and a worldwide preferred partner of Kempinski Hotels. Hotel Indonesia Kempinski Jakarta is now proud to announce its strategic partnership with BMW Indonesia, further strengthening the preferred partnership between the two luxury German brands.

“BMW is a natural choice for Hotel Indonesia Kempinski Jakarta. The stylish presence of the car, its sheer elegance, high performance and superb functionality fit well with the image and style we would like associated with our brand. Being a global preferred partner further adds to it being a natural choice,” said Rosmalia Hardman, Director of Marketing.

The official handover of the BMW luxury cars, the award-winning BMW 7 Series and the stylish, luxury performance Sports Activity Vehicle the new BMW X5 was held on October 11, 2010 at the porte-cochère of Hotel Indonesia Kempinski’s legendary Bali Room. Ramesh Divyanathan, President Director of BMW Indonesia handed the car keys to Marten Schwass, General Manager of Hotel Indonesia Kempinski Jakarta at the handover ceremony, witnessed by Jakarta’s leading media and senior executives of BMW and Hotel Indonesia Kempinski.

“We are delighted that Hotel Indonesia Kempinski has chosen BMW as its official car. Both brands share many similarities, a rich history, premium brand values and a modern interpretation of luxury to name a few. It is also noteworthy that Hotel Indonesia Kempinski will be the only hotel in town with a luxury Sports Activity Vehicle in the form of the new BMW X5”, said Mr. Divyanathan.

BMW Group has supplied 16 units of BMW 740Li to Kempinski Emirates Palace Hotel in Abu Dhabi in 2009 and eight units BMW 730Ld to Siam Kempinski Hotel Bangkok in August 2010. The company has also supplied its various model range including the new BMW 5 Series, the new BMW Gran Turismo and BMW X3 to luxury hotels in the world.



As a strategic partner, Hotel Indonesia Kempinski will work in close collaboration with BMW Indonesia in a number of marketing and customer initiatives, including CSR programs. The partnership will provide BMW Indonesia and Hotel Indonesia Kempinski Jakarta the strategic opportunity to enhance its customer and guest experiences through the combined luxury performance services it provides.

“Our guests expect style, innovation, performance and efficiency. BMW blends luxury, performance, style, efficiency and fun into one very exciting travel on the road! The generous space and comfort, and the innovative interior functionality create an incomparable travelling experience that is a welcome respite to our guests in traffic prone Jakarta” adds Rosmalia.

Editor's Notes:

The **Kempinski** name is proudly borne by a growing collection of distinguished properties around the world. Europe's oldest luxury hotel group, Kempinski has built its reputation on the belief that exclusivity and individuality are key elements of true luxury. Each year, an increasing number of guests come to appreciate these qualities, as Kempinski adds new hotels and resorts in Europe, the Middle East, Africa and Asia. While this growth reflects the strength and success of the Kempinski brand, the collection will remain a limited one, where exclusivity can be nurtured and individuality can flourish.

As a valued private-sector member of the **Stop TB Partnership**, Kempinski is proud to support the Luis Figo Campaign to Stop TB through the distribution of campaign postcards in guest rooms, explaining how tuberculosis, if it is diagnosed and treated with effective medication, is curable. We share the Stop TB Partnership's vision and goal of a TB-free world.

Kempinski is a member of the **Global Hotel Alliance**. Global Hotel Alliance is the world's largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises of Anantara, First, Kempinski, Leela, Mirvac, Marco Polo, Omni, Pan Pacific, PARKROYAL, Shaza, The Doyle Collection and Tivoli Hotels & Resorts, encompassing nearly 300 upscale and luxury hotels with over 65,000 rooms across 48 different countries.



To book or for further information visit
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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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