



Media Information

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BMW Advanced Diesel Models Taking SINGLE TANK CHALLENGE on Java-Bali Route.

Jakarta. PT BMW Indonesia is conducting a SINGLE TANK CHALLENGE program for its new diesel models in Indonesia to demonstrate the benefits of the Advanced Diesel technology. The program is organized in cooperation with Pertamina DEX as the energy partner and BOSCH as the producer of the Advanced Diesel technology.

Ramesh Divyanathan, President Director of BMW Indonesia, together with Djaelani Sutomo, Director of Marketing and Business of Pertamina (Persero) will officiate the start of the SINGLE TANK CHALLENGE on Monday, May 2, 2011, at MT Haryono Pertamina Fuel Station.

Four BMW units, consisting of BMW X5 xDrive30d, the new BMW X3 xDrive20d, BMW X1 sDrive20d and the new BMW 520d, will immediately take to the road. The program is scheduled to end in Bali.

"The SINGLE TANK CHALLENGE aims to measure the maximum distance and efficiency reachable by each BMW diesel model without sacrificing the driving comfort and performance. We would like also to show that BMW EfficientDynamics technology on our diesel models significantly contributes to cost savings due to its high level of efficiency," said Mr. Divyanathan.

"With the environment a great public concern and amid increasing energy prices, consumers are becoming more critical in their choices. Premium car buyers now demand fuel efficiency, low emissions, low energy and maintenance costs without any reduction in the high level of performance, comfort and safety. BMW with Advanced Diesel technology is the perfect answer to meet this demand."

“Seventy percent of our sales in Europe and 40 percent of our sales worldwide come from our diesel models. Our diesel engine delivers superb fuel efficiency, low CO₂ emissions, generous torque at low engine speeds and the typical BMW characteristics of superior smoothness and refined engine acoustics ,” added Mr. Divyanathan.

Mr. Divyanathan also thanked partners Pertamina DEX and BOSCH for their great support in the introduction of Advanced Diesel technology in Indonesia.

“We appreciate the great support from the state-energy company PERTAMINA to continue expanding the availability of quality clean diesel Pertamina DEX throughout Indonesia. We are also grateful to BOSCH who continues to support us in educating the Indonesian public and consumers on the great advantage of Advanced Diesel technology.”

The SINGLE TANK CHALLENGE will face the challenges of the commonly used Java – Bali overland route. On the first day, the group will take the Cikampek - Indramayu – Cirebon – Tegal/Pekalongan – Pemalang route, with an overnight at Semarang.

On the second day, the route will travel through Semarang – Salatiga – Sragen – Madiun/Nganjuk - Mojokerto – Probolinggo - Banyuwangi, crossing over to Gilimanuk via ferry, and continue to Seminyak, Bali. During this route, each of the BMW diesel models will reach its maximum distance with one tank of fuel in a different location. Then, it is required to fill the tank with Pertamina DEX before continuing the trip to Bali.

The stop-overs at Pertamina Fuel Stations on the Java-Bali overland trip is intended to reassure consumers of the availability of Pertamina DEX for their BMW diesel models.

Klaus Landhaeusser, External Affairs Manager of Robert Bosch (SEA) Pte Ltd who will join the group in Bali, emphasizes the benefits of choosing clean diesel model for consumers in Indonesia, including the following:

- Diesel on average consumes 30% less fuel , produces 25% less emissions and with a 50% higher torque is more fun to drive than a comparable gasoline vehicle;
- Use of clean diesel translates into less fuel consumption – and thus contributes to preserving energy and reduces the total costs of ownership;
- Diesel is the more economical option, because it allows coverage of a greater distance compared to gas. The fuel-efficiency ratio applies not only to individual consumers, but also corporations which will realize significant reductions in expenses by switching to diesel.

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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. 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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