



Media Information

May 4, 2011

## **BMW part of a unique resort experience at W Retreat & Spa Bali - Seminyak**

**Seminyak, Bali.** Guests at one of the most eagerly awaited resorts in Bali can expect a stylish and luxurious travelling experience in the BMW X5 Sports Activity Vehicle. W Retreat & Spa Bali - Seminyak has designated BMW as its preferred transportation partner to complement its redefined resort experience in one of the world's most exotic travel destinations. W Hotel, part of the Starwood Group, is an innovative and design-led lifestyle hotel brand.

“We are delighted that W Retreat & Spa Bali - Seminyak has chosen BMW as its official car. Both brands share many values such as appealing to the young at heart with its modern design, innovation, premium services and attention to detail,” said Ramesh Divyanathan, President Director of BMW Indonesia.

“As the most successful premium car maker in the world, BMW is proud to provide discerning global and local travellers with our cars that are stylish, luxurious and provide superb functionality during their stay at W Retreat & Spa Bali - Seminyak.”

Speaking at the hand-over of the vehicles, Simon Dornan, Director of Operations of W Retreat and Spa Bali – Seminyak, said: “The BMW X5 is a perfect fit for our resort with its sportiness, flexibility and lifestyle image. We are delighted to be able to extend W’s modern brand values through the BMW X5 from the moment our guests step out of the airport at Bali.”

Three units of the Sapphire Black BMW X5 are now available to transport guests between the resort and the airport, as well as for tours of the island. Apart from the W Retreat and Spa Bali – Seminyak, BMW is also the official vehicle at the historic

Media Information

Date May 4, 2010  
Topic BMW part of a unique resort experience at W Retreat & Spa Bali.  
Page 2 of 3

Hotel Indonesia Kempinski, located at the heart of Jakarta, which took delivery of a BMW X5 and 730Li last October.

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

**About W Hotels Worldwide**

W Hotels is a contemporary, design-led lifestyle brand and the industry innovator with 41 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous entertainment experiences, stylish retail concepts and signature spas. With more than 12 years of proven success, W Hotels is on track to reach more than 50 hotels by the end of 2012. W Hotels and W Retreats have been announced for Paris, St. Petersburg, Guangzhou, Shanghai, Abu Dhabi, Bangkok, Athens – Astir Palace, and Verbier, among other international destinations. For more information, visit [www.whotels.com](http://www.whotels.com).

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