



Media Information

July 12, 2011

BMW Group appoints MINI Exclusive Partner in Indonesia.

Jakarta. BMW Group Indonesia today announced that the company will appoint Nusantara Group as the MINI Exclusive Partner in Indonesia. The announcement was made during a press briefing with BMW Indonesia President Director Mr. Ramesh Divyanathan and Nusantara Group President Director Mr. Joe Surya, who unwrapped a Chili Red MINI Cooper S from its cargo box to mark the start of MINI operations in Indonesia.

“It’s a very exciting moment as we are gearing up to build the MINI brand and to set up its distribution in Indonesia. A flagship MINI showroom and service centre is scheduled to be opened in the beginning of 2012, while a boutique showroom in Jakarta is planned for the last quarter of 2011. The MINI brand and some of its product offers will be officially introduced to the public at the upcoming 19th Indonesia International Motor Show from July 22 to July 31,” said Mr. Divyanathan.

“Of course, the iconic MINI brand is not new to many of us in Indonesia, but it is still very important for us to introduce the brand properly, to strengthen the brand awareness as well as to provide our customers with the authentic MINI brand experience,” he added.

Nusantara Group is a privately owned company with considerable experience in automobile retailing in Indonesia since 1975. The company will invest in a new facility in South Jakarta for MINI, complete with a showroom, lifestyle and accessories collection and state of the art workshop. A boutique showroom – for display of MINI cars and lifestyle collection - will also be opened at a premium shopping mall by the end of the year.

Nusantara Group employees are currently undergoing extensive training in the area of brand identity, customer service, marketing, sales and technical know-how in both Munich and Jakarta.

At the 19th Indonesia International Motor Show, a 180 sqm space has been designed for the public to enjoy a first-hand experience of the brand. MINI will highlight 3 models – the MINI Cooper S, MINI Cooper S Convertible and the MINI John Cooper Works.

“Individuality is part of the MINI character. Our strategy is to offer customized MINI as a new highly exclusive way of owning a personally configured car. During the IIMS, we are ready to take orders for customized MINI from the customers. These special orders will be delivered to customers starting end of 2011,” said Mr. Divyanathan.

All MINI purchased through the MINI Exclusive Partner will come with MINI Service Inclusive offering a five-year or up to 70,000 km free regular maintenance and two-year warranty without mileage limitation. The after-sales service is supported by properly trained service advisors and mechanics in a state of the art workshop.

MINI is a globally successful model that has become a permanent fixture on the streets of modern cities. The British premium small car has established itself worldwide as a symbol of urban driving fun and an essential part of the mobile lifestyle. The premium segment's first small car was named “Car of the Decade” by the German automotive magazine “Automobilwoche”, with the Munich-based auto publication's experts declaring that no other model exerted a greater influence on the development of the automobile industry since the start of the 21st century. It was singled out as a "cult small car" which pioneered a wave of similar products.

MINI began its road to success in 2001. With the re-launch of the brand and the concept of a premium small car combining expressive design and exceptionally agile handling with almost endless possibilities for individualization, the BMW Group made a highly successful venture into a new market segment. Although competition has since become much fiercer, MINI clearly maintains its leading position ten years on. MINI remains the only manufacturer to develop its own premium small cars independently, and achieved a new global sales record of 234,175 vehicles in 2010.

MINI's unique character is based not least on the authentic reinterpretation of the construction features and values that caused a revolution in the automobile sector in the brand's early years. As the first car of its kind, the classic Mini was introduced in 1959, with its transversely mounted front engine and innovative interior concept, was able to offer maximum space with a minimal footprint. The classic Mini made automobile history with this principle, and although it provided the inspiration for many models produced by other manufacturers, it retained its status as a one-of-a-kind original throughout the decades. In 1995, readers of the British magazine "Autocar" voted it "Car of the Century".

Following in the footsteps of its classic predecessor, today's MINI is continuing that success story. The second MINI generation was introduced in 2006. Around 1.8 million MINI cars have been sold worldwide.

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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 more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

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 five years.

BMW Group in Indonesia

PT. BMW Indonesia is a wholly-owned subsidiary of Bayerische Motoren Werke (BMW) AG, the world manufacturer of BMW vehicles based in Munich, 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 and MINI 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 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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