



Media Information

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BMW Group Indonesia presents BMW and MINI at IIMS 2011.

Jakarta. BMW Group Indonesia is reinforcing its commitment to the market by presenting two globally successful premium brands – BMW and MINI – at the 19th Indonesia International Motor Show (IIMS), opening today through July 31, 2011, in Jakarta.

BMW Group Indonesia recently announced a new investment of 100 billion rupiah to expand its production activities as well as to introduce the iconic MINI brand in Indonesia. The investment will be made over the next two years, covering additional BMW models to be produced locally as well the establishment of the MINI sales and distribution network in Indonesia.

At the 2011 IIMS, the BMW and MINI were presented separately in side by side displays at Hall B, Jakarta International Expo, Kemayoran, Jakarta.

“Although both premium brands are under BMW Group Indonesia, they are two different brands with their own identity and product line-up. For BMW, we have the special theme of JOY INSPIRES. It emphasizes that BMW is a highly inspiring brand and we aim to inspire the Indonesian public through the sporty and aesthetic design of our cars, various technology innovations, commitment to the environment and association with art that has made us the most successful premium automobile manufacturer in the world,” said Ramesh Divyanathan, President Director of BMW Indonesia, at the opening of the motor show.

Sales of BMW indicate positive growth of 29% in the first half of 2011, delivering 717 units in total. The growth was driven by the 3 Series (+27%), 5 Series (+39%) and SAV models (34%). BMW Advanced Diesel models contribution to overall sales is now raised to 9% during this period from 4% last year.

“We are extremely pleased with our sales performance and believe this positive trend will continue through the end of the year. Most of our core new models were launched in the first half of 2011 but we still have a few niche models to be introduced in the remainder of the year. We are riding the momentum of having fresh models for most of our segments in the market to push our sales volume and IIMS takes place at just the right time for us to show all these models to the public,” added Mr. Divyanathan.

BMW has a 520 sqm space highlighting a special art piece, BMW Art Car by Jeff Koons, from the BMW Museum collection. Jeff Koons is one of the top American modern contemporary artists whose works include at least one world record auction price for a work by a living artist.

The BMW are has a modern and sophisticated design with a wide space displaying 9 BMW models and a lounge on second floor. The models include the new BMW 6 Series Convertible, the new BMW 1 M Coupé, the new BMW X3 xDrive20d and BMW 325i M Edition, the BMW X1 sDrive18i, BMW X5 xDrive35i, BMW 320i Executive, BMW 528i and the flagship model BMW 740Li.

The new BMW 650i Convertible, BMW 1 M Coupé and BMW 325i M Edition are presented for the first time to the public at IIMS 2011.

The Vermilion Red 650i Convertible is a stunning sight with its “shark nose” and muscular yet elegant body contour. It features a soft top that follows the shape of a coupe and brings a classic, timeless and elegant look. The new BMW 1 M Coupé is an attention getter thanks to its striking Valencia Orange color. Customers in Indonesia that booked this high performance baby M earlier this year are gradually receiving delivery of their cars.

The only model with BMW Advanced Diesel technology featured in the IIMS 2011 is

the new BMW X3 xDrive20d. This mid-sized SAV, introduced in April 2011, perfectly suits Indonesian customer needs, with great performance and road handling, more space for its passengers, enormous flexibility and fuel efficiency.

The BMW 325i M Edition brings a new sporty appearance with its M Aerodynamic Package that includes front and rear apron and side sill cover, M wheel, sport seat and leather steering wheel. In addition to enjoying its sportier look, drivers of the BMW 325i M Edition can stay connected on the road with BMW ConnectedDrive. With this feature, they can test their contact list, messages and calendar in their smart phones directly from the on-board monitor display. It also features Bluetooth Audio Streaming and Album Cover Display.

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The BMW Group

The BMW Group is the world's leading premium car manufacturer since 2005 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. The pre-tax profit for 2009 was euro 413 million, revenues totalled 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 five years.

BMW Group 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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