

Media Information

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BMW Group Indonesia, dealers invest 12.5 billion rupiah to upgrade showrooms.

Jakarta. BMW Group Indonesia and its partners – PT Astra International, PT Tunas Mobilindo Parama and PT Trans Eurokars Indonesia – are investing 12.5 billion rupiah to upgrade their Jakarta showroom facilities located in Sunter, Tebet and Kebon Jeruk . The investment also covers the establishment of a new showroom in Pluit belonging to Astra International. BMW showroom owned by PT Trans Eurokars Indonesia, the First M Certified Dealer in Indonesia has also been upgraded to meet BMW M identity standard.

The three upgraded BMW showrooms that conform to the latest BMW Corporate Identity will be officially opened in November and December 2011. The new Pluit showroom will be opened in February 2012.

“We thank our partners for their commitment to continue to invest in upgrading their dealership facilities. It is a clear indication of our dealers confidence in the future of BMW in Indonesia. This also underlines BMW and our dealers’ commitment to providing premium services to our customers in Indonesia”, said Ramesh Divyanathan, President Director of BMW Indonesia.

”The upgraded BMW showrooms will be an even more exciting place to visit. Our dealers will conduct more frequent customer activities so that the showrooms are an enjoyable one-stop shopping experience for BMW owners and the whole families. ”

Customers who visit BMW showrooms will find a complete display of BMW’s latest models with detailed information about the cars, have the opportunity to test drive and choose from a varied selection of BMW accessories.

Meanwhile, BMW Group Indonesia sales by the end of October 2011 has surpassed its 2010 full year achievement. A total of 1,249 units have been delivered to the customers since the beginning of the year, a 21% increase compared to the previous year. The BMW

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3 Series have made the biggest contribution to the overall sales with 466 units, followed by BMW 5 Series with 345 units. BMW X models – X1, X3, X5, X6 – push the volume growth with a total of 379 units. Customers interest on BMW Advanced Diesel models are growing, currently contributing to 11% of the total sales.

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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, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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 seven years.

BMW Group Indonesia

BMW Group 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. BMW Indonesia Group 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 and X1 compact SAV 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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