

Photo Release

16 December 2011



Lito German, Marketing Director, BMW Group Asia (left), presents the grand prize of a brand new BMW X1 sDrive18i to Team BMW winner Soh Peck Hoo (right).

Team BMW Member Wins a Brand New BMW X1 sDrive 18i

Singapore. BMW Asia today announced the winner of a brand new BMW X1 sDrive 18i at the Team BMW Finishers' Draw, conducted after the Standard Chartered Marathon Singapore (SCMS) 2011.

Thousands of Team BMW members who have completed the Half or Full Marathon at SCMS 2011 entered the Team BMW Finishers' Draw, but only one lucky winner, 44-year-old Soh Peck Hoo, walked away with the grand prize of a BMW X1 sDrive18i. Soh prepared for SCMS 2011 by participating in the BMW training runs and clinics and successfully completed the Full Marathon (42.195km) on race day.

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“We are delighted to help prepare and motivate Mr Soh, along with thousands of other Team BMW members, cross the finish line with our BMW training runs, clinics and the ultimate reward of a brand new BMW X1 sDrive18i,” said Lito German, Marketing Director, BMW Group Asia. “BMW congratulates Mr Soh for winning the grand prize because the completion of a half or full marathon is most definitely an admirable feat”.

The BMW X1 sDrive18i comes with all the features so typical of a BMW X model and at the same time offers a new interpretation of BMW's Sheer Driving Pleasure. This youngest member in the wide range of BMW X models stands for versatile sportiness and supreme agility, with looks characterised by self-confident elegance and modern style. The BMW X1 brings together the features typical of a Sports Activity with the driving characteristics, dynamic performance and outstanding fuel economy and emission management of the BMW 1 Series.

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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.

Issued by:

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