

Photo Release

2 March 2012

The all-new BMW 3 Series Sedan Launches in Singapore.



Singapore. BMW Asia announced the launch of the all-new BMW 3 Series Sedan (the 6th generation of the world's best-selling premium car) in the heart of Orchard Road alongside the corridor of the sleek, sophisticated-looking Mandarin Gallery. Housed within an especially built-up and enclosed launch venue, the event was attended by more than 300 VIPs, guests and customers on the first night. The 4-day event will also be open to the public on March 5 (Sunday).

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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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 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.

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