



Media Information

March 14, 2012

Flagship MINI showroom in Indonesia set to be Arteri Pondok Indah landmark.

Jakarta. The innovative and exciting concept of the first flagship MINI showroom in Indonesia was unveiled in a press briefing today. The four-storey showroom on 1,070 square meters of land at Jl. Sultan Iskandar Muda in Pondok Indah will become the tallest building on the arterial road in the South Jakarta neighborhood.

“Around the world, MINI has become a byword in the premium small car segment for its expressive design, premium quality and unmistakable driving fun. The same philosophy has been adopted in designing the first MINI showroom in Indonesia. We are all very excited to present this unique place for MINI fans in Indonesia,” said Ramesh Divyanathan, President Director of BMW Group Indonesia.

The building will feature a black façade with two MINI cars on the surface creating a unique, stylish and striking look. The concept of the showroom fits the lifestyle of trend-conscious Jakartan urbanites and to become their fun spot to hang out. The highlights of the showroom are an inventive display of 13 MINIs, MINI driving simulator, MINI Connected corner, MINI Lifestyle and Accessories and a rooftop entertainment area.

From a total 5,329 sq meter building area, 35% will be dedicated to build a state of the art after-sales service area with a total of 11 workbays. All MINI vehicles purchased through Maxindo, the Exclusive Partner for MINI in Indonesia, 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 fully trained service advisers and mechanics.

“The construction of the MINI showroom has just been started and we expect to officially open it to the public in November 2012,” said Joe Surya, President Director of Maxindo International Nusantara Indah. “In the meantime, our MINI Obsession boutique at fX will continue to cater to our fans and clients for sales of the MINI.”

MINI has delivered a total of 60 units to customers in the first 2 months of 2012 and 37 units in the last months of 2011 when deliveries started following the launch of MINI in Indonesia in the 2nd semester. After the introduction of MINI Countryman in January 2012, MINI will launch 2 other models – MINI Roadster and MINI Coupe – in April 2012.

#

MINI Indonesia

Website : www.mini.co.id

Facebook: MINI.Indonesia

Twitter: MINI_Indonesia

MINI Exclusive Partner in Indonesia
PT MAXINDO INTERNATIONAL NUSANTARA INDAH

For further information, please contact

Corporate Communications Department

Helena Abidin

Tel: +62 -21- 2992 3003

Mobile: +62-816-968 450

Email: maria.h.abidin@bmw.co.id