



Media Information

21 May 2012

BMW selected as the Official Car of the 7th ACI Asia-Pacific Regional Assembly, Conference and Exhibition.

Singapore. BMW Asia is today appointed as the official car for the 7th ACI Asia-Pacific Regional Assembly, Conference and Exhibition, which will be held in Singapore for the first time from 22nd to 25th May 2012. A total of 10 units of BMW 520i and 5 units of 730Li limousines will be deployed to transport VIP attendees at this year's conference, which will be held at the Marina Bay Sands Singapore.

Established since 1991, the Airports Council International (ACI) is the first and only worldwide association to represent the common interests of airport operations from across the world, in a bid to foster cooperation with partners throughout the air transport industry and to promote a single voice amongst them.

“The ACI Asia-Pacific Regional Conference serves as the perfect platform to enable the leading airports in the region to discuss about key issues and concerns pertaining to our industry. This allows the entire airport community to work out the relevant solutions and move forward as a united industry,” said Mrs. Patti Chau, Regional Director, ACI Asia-Pacific. “We are extremely pleased to appoint BMW as the official car on this occasion, and are fully confident of the comfort and safety that BMW vehicles can provide to our guests.”

“Airports are an invaluable asset for the communities they serve, and it's important that airport operators across the globe have a common platform like the ACI Asia-Pacific Regional Conference to align themselves with,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia. “BMW Asia is truly honoured to be chosen as the official car for such an important global aviation event. As the best-selling premium automotive brand in Singapore, we are confident that our cars will deliver the global leaders of the airport industry to their respective destinations during this conference, safely and comfortably.”

“As the official BMW dealer in Singapore, we are very pleased to be part of this partnership. The BMW 5 Series is currently our top-selling premium executive sedan in Singapore, while the BMW 7 Series is our flagship limousine which is known for its luxurious comfort. Both models are further driven by our Efficient Dynamics technology to ensure high performance without compromising on fuel efficiency and CO2 emissions,” said Mr Say Kwee Neng, Managing Director of Performance Motors Limited.

The BMW 5 Series

The BMW 5 Series is a worldwide success. It has won a host of awards and comparison tests and earned top marks on quality, safety and value retention. Demand in car markets all over the world is steadily growing. With its seductive styling, its unrivalled balance between sporty performance and comfort, and an extensive range of innovative equipment features, this series quickly established itself as the world market leader in its segment.

The new BMW 520i, with a four-cylinder engine powered by the BMW TwinPower Turbo technology, is capable of delivering a maximum power of 184hp at 5,000 – 6,250 rpm and peak torque of 270 Nm, which is available between 1,250 and 4,500 rpm. It can complete the century sprint in just 8.0 seconds and has a top speed of 226km/h. That said, the BMW 520i only has an average fuel consumption of 6.4 litres per 100km and a CO2 emissions of 149 grams per km.

The BMW 7 Series

The BMW 7 Series is the leader in its segment for premium limousines and is the flagship model of the BMW brand. Its supremacy is based on its elegant presence combined with its outstanding engineering, superior comfort, unbeatable performance and top safety features.

The BMW 730Li is equipped with a 3-litre, six-cylinder engine, and is capable of developing a maximum output of 258hp at 6,600 rpm. It has a maximum torque of 310 Nm at 2,600 – 3,000 rpm, and is able to go from 0-100km/h in just 7.8 seconds with a top speed of 245km/h. Despite its high performance, its average fuel consumption is just 9.8 litres / 100km with CO2 emissions of 229 grams per km.

Ends.

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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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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About Performance Motors Limited (PML)

Performance Motors Limited (PML) is a member of the Sime Darby Group and the distributor of BMW cars and BMW motorcycles in Singapore since 1979.

PML has achieved various accolades in the area of sales achievement and service excellence in its 30-year history in the luxury segment.

In an industry first in 2002, PML initiated a customer lifestyle and rewards programme which most recently evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of the new BMW 7 Series in Singapore. Five exclusive premium experiences covering golfing, driving, yachting, travelling and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customer in mind.

In 2003 and 2004, PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership. In 2005, PML added to its collection of BMW awards with the Best Sales performance in the Asia region.

The year 2005 marked a significant milestone when record PML sales established BMW as the leading premium car brand in Singapore and for three consecutive years (2005, 2006 and 2007).

The flagship BMW 7 Series limousines, used to transport world leaders during the 2006 World Bank meetings and all key government events in 2007, was once again reaffirmed as the choice for leaders as the official car for various high-profile events such as Barclays Singapore Open, the ASEAN Ministerial Meetings and the Singapore Airshow.

PML opened the new Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia, in September 2008. The existing two premises at Sime Darby Centre and East Coast Centre continue to serve BMW customers and strengthen PML's service excellence in conjunction with the new Performance Centre at 303 Alexandra Road.

In 2011, PML achieved a milestone by becoming the first ever luxury car brand and dealer to surpass the competition, in a highly competitive car market that has traditionally been dominated by volume driven marques. This is the first ever situation anywhere in the world where BMW is the leading car brand