

Media Information

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Keraton At The Plaza, A Luxury Collection Hotel, Jakarta selects BMW as official limousine.

Jakarta. Keraton at The Plaza, A Luxury Collection Hotel, Jakarta and BMW Indonesia today announced that guests can now enjoy the services of a luxury BMW limousine for premier access to all that Jakarta and the region has to offer. BMW is designated as the preferred limousine of the newly opened Luxury Collection hotel in Jakarta at a press event today.

President Director of BMW Indonesia Mr. Ramesh Divyanathan presented one unit of the BMW 730Li and two units of BMW 520i to the General Manager of Keraton at The Plaza, Mr. Klaus A. Woiznik, witnessed by Mr. Sigit Djokosoetono, the Director of Pusaka Group.

“The privilege of staying at a Luxury Collection hotel can begin from the moment you arrive at the airport,” said Klaus Woiznik, General Manager of Keraton at The Plaza, Jakarta. “The Luxury Collection and BMW are the perfect match for our discerning guests – both offering the brand promise of unsurpassed luxury and service and a distinct lifestyle.”

“We are delighted that Keraton at The Plaza has selected BMW as the hotel’s limousine fleet. Both brands are a perfect match of modernity, sophisticated elegance and understated luxury. The decision to choose the BMW 7 Series and 5 Series fleet is recognition of BMW Group’s worldwide reputation as the premium luxury car manufacturer. The cooperation has been made possible with the support of Pusaka Group as the biggest limousine operator in Indonesia,” said Mr. Divyanathan in his remarks.

Located in the heart of Indonesia’s capital and situated at Jalan Thamrin, one of the most prestigious addresses in the city, Keraton at The Plaza is a distinct and intimate luxury hotel offering a unique, modern interpretation of the rich Indonesian culture. Connoting ‘palace’ in Javanese, Keraton at The Plaza features an intimate 140 sumptuously appointed guest

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rooms and suites, each a haven of Javanese luxury with floor-to-ceiling windows and state of the art in-room technology. The hotel will also introduce the brand's signature Luxury Collection Concierge service to all guests and promises the most discerning global travelers an extraordinary experience.

The BMW 7 Series is a successful flagship model that has won accolades for its design, luxurious comfort and dynamic driving experience. The BMW 7 Series design represents natural presence, superior sportiness and attention to detail. Guests at Keraton at The Plaza will enjoy extended five-star services on the road and be pampered in a comfortable and spacious cabin equipped with the state-of-art rear entertainment system with individual high resolution screen.

The BMW 5 Series, the world's most successful mid-sized luxury car that also has a strong presence in Indonesia, is available to provide business and leisure guests a personalized transfer option that not only suits their needs, but matches the standards and personality of Keraton at The Plaza.

BMW Group supplies its model range from the BMW 5 Series, BMW Gran Turismo, BMW 7 Series, BMW X3 and BMW X5 to various luxury hotels in the world, including in Indonesia.

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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 15 new car dealers spread out in various cities in Indonesia. Selected models of the 3 Series, 5 Series, X3 and X1 are assembled in Indonesia by a local partner.

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About The Luxury Collection® Hotels & Resorts

The Luxury Collection® is an ensemble of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent décor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Originated in 1906 under the CIGA brand as a collection of Europe's most celebrated and iconic properties, today The Luxury

Collection brand is a glittering ensemble of 80 of the world's finest hotels and resorts in more than 30 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning properties that continuously exceed guest expectations by offering unparalleled service, style and class while celebrating each hotel's distinctive heritage and unique character. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit www.luxurycollection.com

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