

Media Information

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BMW continues to be Singapore's top premium car brand.

Singapore. BMW Group Asia has continued its lead as the top premium car brand and overall automotive brand in Singapore with a total of 2,647 vehicles registered (based on LTA figures for New Registration of Cars by Make, June 2012).

“We are very pleased that BMW is once again the brand of choice for Singapore car buyers. We attribute this popularity to our customer-focused business model that emphasizes on listening to what our clients truly want,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia. “It is precisely through the feedback gathered from our customers over the years that has led to the introduction of new body concepts such as the BMW X1, the Gran Turismo, and most recently, the 6 Series Gran Coupé. With the availability of such new products, we are now able to target niches that were previously not accessible via conventional models like the sedan, coupé and convertible.”

The popular BMW 5 Series executive sedan, meanwhile, has been key to this great success as it continues to be the top selling BMW model for year-to-date in 2012. The recently introduced BMW ActiveHybrid 5 is expected to give this interest a further boost, while its high-performing rendition; the BMW M5 has also been performing impressively with more than 50 units already sold since its launch in January. The new BMW 3 Series has also by far contributed notably to this result, alongside the evergreen flagship BMW 7 Series limousine.

When asked if there were any other contributive factors to this success, Mr Fiorentinos commented: “In addition, the well-received BMW EfficientDynamics and BMW ConnectedDrive technologies that power our cars have also played a contributive role in this. The former offers enhanced performance without compromising on fuel efficiency and CO2 emissions, while the latter is an intelligent link-up that provides maximum convenience, infotainment and safety to both the driver and the outside world.”

“Naturally, external market forces did play a part in making us the overall leading car brand in Singapore. However, we couldn’t have made it this far without putting in our own efforts and, most of all, the support we get from our customers. Therefore, we will continue to strive to maintain our lead by ensuring that our customers are always kept as our top priority.”

MINI has also been performing well in Singapore in the same period with a total of 150 vehicles registered (based on LTA figures for New Registration of Cars by Make, June 2012).

“Similarly, MINI has done well in Singapore with new body concepts like the MINI Countryman (the first four-door MINI) and the latest MINI Coupé and Roadster (first two-seater MINI with a three-box design). Since its introduction in Singapore a decade ago, the MINI brand has flourished and gained recognition for not only offering premium quality cars but ones with a unique and emotional appeal. With the extensive range of models offered today, we can now better cater to the varying needs of MINI lovers in our region,” added Mr Fiorentinos.

2012: New models coming up in 2nd half of 2012.

The remaining half of 2012 is slated for the arrival of more exciting products, as BMW embarks on the second phase of the BMW EfficientDynamics strategy of introducing ActiveHybrid models, after the initial stage of optimizing the performance and efficiency of its existing fleet. Both the BMW ActiveHybrid 3 and ActiveHybrid 7 are set to arrive after the successful introduction of the BMW ActiveHybrid 5.

Additionally, BMW will also be introducing the BMW M Performance Automobiles. This new range of high-performance models are meant to offer exclusive engine variants with noticeably enhanced agility and outstanding precision on the road, and is targeted at customers who are after emotionality and greater performance without wanting to forgo the everyday usability of their cars.

The MINI Clubvan, the world’s only premium model in the small car-based van segment, is also slated to arrive later this year. Targeting the discerning, trend-conscious commercial vehicle users, the MINI Clubvan offers a versatile choice both for up-market commercial applications and for non-mainstream leisure and lifestyle use.

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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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