

Media Information

October 4, 2012

The Indonesian assembled new 3 Series ready for delivery.

Jakarta. BMW Group Indonesia today rolled out the locally assembled sixth generation of BMW 3 Series, with the new BMW 328i and BMW 320i ready for delivery to customers in Indonesia.

Launched in June 2012 in Indonesia, the BMW 3 Series is the fourth model assembled at the Gaya Motor plant at Sunter, north of Jakarta. Mr. Klaus Meissner, Head of CKD, Quality and Production BMW Group, and the management of BMW Group Indonesia and PT Astra International Tbk witnessed the roll-out of the new vehicles.

"BMW Group Indonesia has ramped up its production activities in Indonesia since 2011 in line with the commitment of a new investment of Rp 100 billion to assemble additional four models in the country. As the world's most successful premium car manufacturer, BMW Group's expansion of its production activities highlights Indonesia's significant and growing position in the world economy," Mr. Ramesh Divyanathan, President Director of BMW Group Indonesia, said in his speech.

The production of BMW models is centered at the plant of PT Gaya Motor, which is a unit of the BMW Group's long-standing partner in Indonesia, PT Astra International.

"We are pleased with our partnership with Gaya Motor, and the plant applies high standard processes, quality control and safety requirements," Mr. Klaus Meissner said. "This guarantees that all BMW locally-assembled models fulfill the stringent demands of quality premium cars as well as the expectation of our customers in Indonesia."

"Now we have ramped up our production rate to 10 units per day for the four models assembled in the plant, " said Mr. Josef Weichinger, BMW Group's Plant Representative in Jakarta.

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“The production launch of the new BMW 3 Series is supported by 12 experts from our German plants. They have provided training on assembly processes and quality requirements for about two months. The employees are very capable to understand and implement our high production standards and the key to our successful launch was the smooth interaction with our German experts. We are very pleased with the overall result. Gaya Motor plant consistently meets BMW’s worldwide high standard for production and quality.”

Voted The Best Design Innovation 2012 by auto, motor und sport magazine, the new BMW 3 Series has also received a positive response from the customers since its launch in Indonesia. In the latest Euro NCAP series of crash tests, the new BMW 3 Series achieved the top rating and was awarded 5 Stars. The model has set a new benchmark in terms of design, performance and handling, comfort, safety and the level of innovative equipments.

The BMW 328i and 320i also offer superb driving dynamics and efficiency with new four-cylinder 2.0-litre gas engines with TwinPower Turbo technology. This new-generation turbocharged engine offers plenty of power and performance, responsive acceleration, powerful torque, a high rpm ceiling and low weight. The four-cylinder units, which provide noticeably livelier power for maximum driving enjoyment, also come with lower fuel consumption and emissions than their predecessors.

The BMW 320i develops a maximum of 184 hp at 5,000 rpm (+18%) and peak torque of 270 Nm at just 1,250 – 4,500 rpm (+35%). With the 8-speed automatic transmission, it can further sprint from 0 to 100km/h in just 7.6 seconds, which is 2.2 seconds faster than before. It is also highly efficient and environmentally friendly with a fuel consumption rating of 16.7 km per liter (+8%) and CO₂ emissions of 139 gr per km (-7%), thanks to Efficient Dynamics.

The BMW 320i comes standard with the 8-speed automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, Servotronic, Xenon headlights and 8.8” high-resolution color display with BMW Navigation system Professional with USB and Bluetooth connection.

The new BMW TwinPower Turbo four-cylinder petrol engine's displacement of 1,997 cc in the new BMW 328i delivers maximum power of 245 hp at 5,000 rpm while, thanks to twin-scroll turbocharging, the maximum torque of 350 Nm is developed at just 1,250 rpm and remains constant up to 4,800 rpm. These statistics translate to sheer dynamic performance: it accelerates from 0 to 100 km/h in just 6.1 seconds, on its way to an electronically governed top speed of 250 km/h. The average fuel consumption of the BMW 328i is rated at just 15,9 km per litre, with CO₂ emissions at 147 grams per km.

The BMW 328i comes standard with the 8-speed automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, electric glass roof and harman/kardon Surround Sound System, including 16 loudspeakers delivering 600 W output and 8.8" high-resolution color display with BMW Navigation system Professional.

Eight speed sport automatic transmission and Comfort Access System with contactless boot lid opening are standard for BMW 328i with Sport Line. This variant also features adaptive suspension with electronically controlled damping for an increased driving comfort.

The new BMW 320i and 328i comes with Sport and Luxury Line to suit individual character and taste of customers. The exclusive, carefully coordinated equipment features embrace both exterior design elements and the selection of materials and colours for each model. In terms of value, design coherence and expressiveness, the new BMW Lines go far beyond existing packages in the premium class.

The two locally-assembled variants together with the top model BMW 335i Luxury, which will remain a fully-imported model, will form a strong 3 Series line-up in Indonesia.

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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 eight years.

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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 and X1 compact SAV are assembled in Indonesia by a local partner.

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