

## Media Information

For Immediate Release  
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# **BMW is the official limousine for Barclays Singapore Open for fifth consecutive year.** **Sheer driving pleasure for world's top golfers.**

**Singapore** – BMW Asia and Performance Motors Limited (PML) today announced their partnership with Barclays Singapore Open 2012 as the official car partner.

This marks the fifth year of partnership between BMW and Barclays Singapore Open. This year, a fleet of 70 units of the new flagship BMW 740i limousines will be deployed to chauffeur players, officials and distinguished guests in style and comfort.

Slated from 8 to 11 November at the verdant course of Sentosa Golf Club, the high-profile golf event will feature top players from the international golfing arena who will test their mettle at the famed Serapong course and vie for the purse prize of US\$6 million.

“As one of the three core sports of BMW, we have always maintained a strong connection with golf as a sport since our first professional golf tournament sponsorship in 1989. Therefore, we are extremely pleased to have been selected as the official limousine for such a prestigious golf tournament for the fifth consecutive year,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

For PML, golf has long been a sport that is close to the hearts of many BMW customers.

Mr Say Kwee Neng, Managing Director of Performance Motors Ltd said: “We are very honoured to be a part of this prestigious event as there are clearly strong synergies shared between golf and BMW. The sophisticated and elegant BMW 7 Series is similar to golf sport in many ways as they both advocate etiquette, foresight and perseverance, thereby making it the perfect ride for this prestigious tournament.”

**The new BMW 740i:****Enhanced Power Delivery & Efficiency.**

The new BMW 740i has a 3-litre six-cylinder in-line engine that stands out with its majestic power and unparalleled high-revving character. The state-of-the-art powerplant is one of the first waves of highly efficient petrol engines to bring together BMW TwinPower Turbo technology with High Precision Direct Petrol Injection, twin-scroll turbocharging, Double-Vanos variable camshaft timing and Valvetronic variable valve timing. The BMW 740i is packed with 320hp with a maximum 450Nm of torque on tap from as low as just 1,300 rpm.

The new BMW 740i is a designated model for the Barclays Singapore Open and is not usually available as part of PML's regular model range.

Additional information enclosed:

1. The BMW 740i variants and specifications.

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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 eight 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 2007 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.

## **1. The BMW 740i specifications.**

### **BMW 740i**

BMW in-line-six cylinder petrol engine with BMW TwinPower Turbo technology.

Capacity: 2,979cc

Max output: 320 hp – 5,800rpm

Max torque: 450 Nm from 1,300 – 4,500 rpm

Acceleration: 0-100 km/h in 5.7 seconds

Top speed: 250 km/h

Average fuel consumption to the EU standard: 7.9 litres/100km

CO<sub>2</sub> emissions to the EU standard: 184 g/km,  
full compliance with the EU5 emission standard.