

Media Information

For Immediate Release
16 July 2013

**BMW appoints Performance Motors Ltd as
authorised dealer of new BMW i sub-brand.**
BMW i electric cars set to retail in Singapore in 2014.

Singapore – BMW Asia today announced Performance Motors Ltd (PML) as the sole authorised dealership in Singapore for BMW i – the latest BMW sub-brand for its electric cars.

Two BMW i cars have been confirmed for production, the fully-electric BMW i3 megacity vehicle and the plug-in hybrid BMW i8 sports car. The former is due to go on sale in Singapore by mid 2014.

With this appointment, PML will be equipped with specialist technical abilities that will enable them to carry out repairs to the BMW i vehicles' high voltage batteries. A wider service network is also planned to offer extended coverage for the general service, maintenance and repair of the vehicles.

"As the most sustainable car brand in the world, BMW has always been clear on its strategy to build cars that are powerful yet fuel efficient and low on CO2 emissions. With the arrival of BMW i, we have most definitely taken this effort to a new level by setting new benchmarks across the industry," said Mr Neil Fiorentinos, Managing Director of BMW Group Asia. "Through the appointment of Performance Motors Ltd as our official BMW i dealer in Singapore, we are confident that they will be able to grow the sub-brand to greater heights when the BMW i3 starts retailing locally in Singapore next year."

"Performance Motors has been representing BMW for over three decades and we have grown in tandem with the remarkable development of the brand in Singapore. The appointment as official BMW i dealer has a deeper and richer significance for us. It signifies the trust BMW places in Performance Motors to grow and develop one of the most exciting chapters in BMW's fabled history – the launch of the BMW i brand. We are very excited to embark on this new adventure in our partnership with BMW," said Mr Say Kwee Neng, Managing Director of Performance Motors Limited.

Unlike conventional electric cars that are usually modified from existing on-road models to simply include an electric car battery, BMW i vehicles are purpose-built electric cars drawn from scratch. Designed with a unique LifeDrive architecture, the main body (Life Module) of the BMW i cars is made of Carbon Fibre Reinforced Plastic that is not only extremely light but tougher than steel. This is the same material that is widely used on Formula One racing cars and fighter jets.

The aluminium chassis (Drive Module), meanwhile, has been devised specially to house the bulky battery to ensure better driving dynamics and overall balance. By doing so, BMW i cars are able to bear the sustainable characteristics of an electric car whilst not having to compromise on the sheer driving pleasure that a BMW is renowned for.

Apart from just retailing electric vehicles, BMW i will encompass a range of premium services for mobility poised at optimising the use of parking spaces, recharging infrastructure, 'smart' navigation systems, intermodal route planning and access to other BMW vehicles on an 'on-demand' basis.

In line with the impending arrival of BMW i cars in Singapore in 2014, BMW Asia and PML will be previewing the BMW i Concept Cars from 24-25 August 2013 to the public in Singapore with no admission charges. More information is available as below.

Event Listing

BMW i: The Future of Mobility

Singapore Showcase 2013

Prior to the official launch of the BMW i cars in Singapore in 2014, members of the public can catch a sneak preview of the BMW i3 and BMW i8 Concept cars from 24-25 August 2013 with free admission. To be held at the open area in front of ION Orchard, the BMW i Space will feature the two futuristic BMW i cars, as well as exhibits explaining the technological wizardry that powers them.

About BMW i

The BMW i is a new sub-brand of BMW that focuses on the production of purpose-built electric cars targeted for megacity usage. It was derived from Project i, a BMW Group think tank that was set up to explore and develop sustainable, pioneering mobility solutions since 2007. To deepen the knowledge of how electric cars are used on an everyday basis, BMW Group even conducted field tests with a fleet of more than 600 MINI E cars and over 1,000 BMW ActiveE vehicles.

Through the study, BMW is able to better understand the daily operational challenges faced by an electric car driver and his mobility pattern. BMW i eventually previewed in the shape of the futuristic-looking BMW i3 Concept and BMW i8 Concept.

BMW i3 – Dynamic, Compact, Emission-Free

The BMW i3 is an uncompromisingly sustainable vehicle designed for urban areas. Driven purely by electric power and purpose-built to meet demands of sustainable and emission-free mobility, it embodies an intelligent form of urban transportation and commuting.

BMW i3 is set to be a well-resolved all-round megacity vehicle, with every detail conceived and optimised to fulfill its eventual purpose. Central to its design is the innovative LifeDrive architecture, the key to the BMW i3's appeal a light, safe and spacious car. Innovative use of materials and intelligent lightweight design not only enable the BMW i3 to travel long distances on a single charge and provide superb safety in the event of a collision, they also help give the car its excellent driving dynamics. The secure arrangement of the battery in the Drive module gives the vehicle a very low centre of gravity and optimum weight distribution.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

2002 - In an industry first, 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. Exclusive premium experiences covering golfing, driver training, chauffeur services and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customers in mind.

2003, 2004 - PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership.

2005 – PML sales powered to the top of the Singapore luxury car market. PML added to its collection of BMW awards with the Best Sales performance in the Asia region. PML sales established BMW as the leading premium car brand in Singapore.

2006, 2007– PML claimed market leadership among premium car brands in Singapore making it three consecutive years. The flagship BMW 7 Series limousines used to transport world leaders during the 2006 World Bank meetings and all key government events, 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.

2008 - PML opened the new Sime Darby Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia, in September. 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 this new Performance Centre at 303 Alexandra Road.

2009 - BMW continued to be the limousine of choice for the APEC meetings. PML was honoured as one of the Top 3 entries in the category Conquest BMW 7 series of BMW Excellence in Sales 2009, the international competition for outstanding sales performance.

2010 – PML broke the 4,000 unit sales record and set a new milestone in its retail history with a remarkable achievement of Top Luxury Car Brand in Singapore. PML reopened its refurbished Aftersales facility in East Coast Centre (ECC), at 280 Kampong Arang Road.

2011 - PML became 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.

2012 – PML continued its trailblazing success and retained pole position as the Number One car brand in Singapore for a second consecutive year. PML's Motorrad division proudly recorded a year-on-year increase in sales by 50%. BMW continued to be the official limousine for the Barclays Singapore Open for the sixth consecutive year.