

Media Information

For Immediate Release
5 December 2013

BMW enters Myanmar.

Prestige Automobiles appointed as authorised importer for Myanmar.

Yangon. BMW Group Asia today appoints Prestige Automobiles Co. Ltd. as its authorised importer of BMW automobiles in Myanmar.

“We are very pleased to be partnering Prestige Automobiles on this occasion. As a subsidiary of the established Octagon International Services in Myanmar, we are confident that our local partner will be able to deliver the BMW experience to our local customers. Through our partnership with Prestige Automobiles, we look forward to extending our renowned Sheer Driving Pleasure to customers in Myanmar via our extensive product and service portfolio,” said Mr Fiorentinos, Managing Director of BMW Group Asia.

Prestige Automobiles Co. Ltd. is a subsidiary of the Octagon International Services, which is a distributor of world-leading brands of machinery and transportation and is also responsible for providing aftersales service to these customers in Myanmar.

When asked for comments on the appointment, Mr Chan Mya, Managing Director of Prestige Automobiles Co. Ltd, said: “It is an honour for us to be selected as the authorised BMW importer in Myanmar, which is fast becoming a rising star in Southeast Asia in recent years. Amidst its booming economy, we see great potential in the demand for premium cars like BMW. As the authorised importer of BMW in Myanmar, we look forward to providing our local customers with not only exciting new models from BMW, but also the best possible customer service from our staff in the days to come.”

The first BMW showroom in Yangon will be opened in 2014.

BMW's East Asia Expansion

The expansion move will effectively bring BMW Group Asia's current portfolio up to 13 markets, with some of its key markets including; Singapore, Vietnam, Philippines and Indonesia.

"The expansion decision comes as part of an ongoing growth strategy of BMW Group Asia to constantly expand our footprint in the East Asia region. This will help us effectively address the increasing demand for premium cars in this region," said Mr Fiorentinos, Managing Director of BMW Group Asia.

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

Sethipong Anutarasoti

Tel: +65 6838 9630

Email: Sethipong.anutarasoti@bmwasia.com

Daniel Chan

Tel: +65 6838 9639

Email: daniel.chan@bmwasia.com

Media Website: www.press.bmwgroup.com

Prestige Automobiles Co. Ltd.

Ms. San San Myint

95-9-5122569

Prestige Automobiles Co. Ltd.

42~47 Corner of Yangon-Pathein Rd.& YTU St.

Mya Sein Yaung Industrial Zone

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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Prestige Automobiles Co. Ltd (PAC)

Prestige Automobile Co., Ltd. is a subsidiary of Octagon International Services Co. Ltd (OIS), a distributor of world-leading brands for machinery and vehicles. OIS provides its broad experience and comprehensive expertise in the importation of premium passenger buses as well as heavy machineries (construction and mining equipment, cranes and vehicles).

Incorporated in 2005, OIS currently boasts a strong and diligent workforce of over six hundred personnel. The company places great emphasis in innovation and learning. It is committed in its efforts to constantly develop the necessary competencies in its workforce benchmarking them against international standards. A substantial number of its talented workforce is trained overseas.

Like OIS, PAC is determined to offer leading brands an efficient and sustainable presence on the Myanmar market, while giving local customers an access to the world's best products and services.