

Media Information

17 January 2014

BMW M and MPA: Achieves remarkable sales in Singapore 2013.

- 125 units sold through dedicated BMW M dealership in Singapore.

Singapore. BMW Asia is pleased to announce that its exclusive BMW M dealer - Munich Automobiles Pte Ltd - has delivered a total of 125 units of BMW M and BMW M Performance Automobiles to customers locally in 2013.

The impressive result is attributed to the overall heightened awareness of the BMW M brand in Singapore, as well as the successful introduction of the BMW M Performance Automobiles range. Popular models that were well-received in 2013 include the stylish BMW M5, the elegant BMW M6 Gran Coupé, as well as the BMW M135i pocket-rocket, which have all proved to be extremely popular.

“This spectacular result came amidst challenging local market situations faced in Singapore. I’m delighted that we have managed to stay on course for both BMW M and M Performance Automobiles, through the dedicated effort put in by our staff at Munich Automobiles,” said Mr Joel Chang, Executive Director of Munich Automobiles Pte Ltd. “Moving forward, we will continue to expand our presence in the exclusive segment of high-performance cars in Singapore.”

“The year 2014 will definitely be an exciting year for BMW M fans, as we eagerly await the arrival of the new BMW M3 Saloon and new BMW M4 Coupé that had just made their world premiere earlier this week,” said Mr Sergio Solero, Managing Director of BMW Group Asia.

The launch of the new BMW M3 Saloon and new BMW M4 Coupé heralds the arrival of the fifth-generation of the iconic high-performance sports car from BMW M. For the first time the Coupé and Saloon models receive individual model names, in deference to the different model series that provide their basis.

-Ends-

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

Munich Automobiles

PR & Marketing Department

Terence Tan

Tel: +65 6308 8517

Fax: +65 6565 9098

Email: terence.tan@munichauto.com.sg

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 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 31st 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

About Munich Automobiles

Munich Automobiles Pte Ltd is the world's first dedicated BMW M dealership that holds the retail rights to a full range of BMW M vehicles; BMW M3, BMW M5, BMW M6, BMW X5 M, BMW X6 M and BMW M Performance Automobiles; BMW M135i, BMW X5 M50d and BMW X6 M50d. Munich Automobiles is also an authorized BMW Service Centre providing aftersales services to all BMW vehicles and is a distributor of genuine BMW parts.

Showroom opening hours are Monday to Friday, 9am – 7pm, Saturday and Sunday, 10am – 6pm.

For more information: www.munichauto.com.sg or call +65 6899 6996.

Service Centre opening hours are Monday to Friday, 8am - 6pm and Saturday, 8am - 12pm.
For inquiries: email aftersales@munichauto.com.sg or call +65 6566 7666.
Munich Automobiles Showroom and Service Centre are located at 30 Teban Gardens Crescent Singapore 608927.

Facebook: <http://www.facebook.com/MunichAutomobiles>