

Media Information

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BMW appoints Prestige Automobile (Pvt) Ltd as authorised dealer of new BMW i sub-brand. BMW i3 & i8 set to retail in Sri Lanka in 2015.

Colombo – BMW Asia today announced Prestige Automobile as the sole authorised importer in Sri Lanka for BMW i the BMW sub-brand for its electric cars comprising the all-electric BMW i3 and BMW i8 plug-in hybrid sports car.

With this appointment, Prestige Automobile 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 Axel Pannes, Managing Director of BMW Group Asia. “Through the appointment of Prestige Automobile as our official BMW i importer in Sri Lanka, we are confident that they will be able to grow the sub-brand to greater heights when the BMW i3 and BMW i8 start retailing in Sri Lanka later this year.”

“Prestige Automobile has been representing BMW for 21 years and we have grown in tandem with the remarkable development of the brand in Sri Lanka. The appointment as official BMW i dealer has a deeper and richer significance for us. It signifies the trust BMW places in Prestige Automobile 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 Heinz Reuter, Managing Director of Prestige Automobile.

Unlike conventional electric cars that are usually modified from existing on-road models to simply include a large battery, BMW i vehicles are purpose-built electric cars designed from scratch. Built with a unique LifeDrive architecture, the main body (Life Module) of the BMW i cars is made of Carbon Fibre Reinforced Plastic that not only weighs half the weight but is five

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times tougher than steel. This is the same material that is widely used on Formula One racing cars, fighter jets and selected supercars.

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.

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 and BMW i8.

All-electric BMW i3.

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 as 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.

BMW i8 plug-in hybrid sports car.

The BMW i8 is the first BMW plug-in hybrid sports car built with the revolutionary LifeDrive

architecture and advanced lightweight material like carbon-fibre-reinforced-plastic (CFRP). The BMW i8 features the latest BMW EfficientDynamics technology, including a rear-mounted 1.5-litre three-cylinder petrol engine with BMW TwinPower Turbo technology that can generate up to 231 hp and a maximum torque of 320 Nm. It also features a hybrid synchronous electric motor that can channel a maximum output of 131 hp and torque up to 250 Nm to its front wheels via a two-stage transmission, during which it is capable of delivering zero tailpipe emissions.

When the BMW TwinPower Turbo and BMW eDrive technology are activated concurrently, the BMW i8 is capable of producing up to 362 hp and 570 Nm that can propel the car from 0-100km/h in just 4.4 seconds. Yet, the BMW i8 has the fuel economy and emissions better than a small car at an amazing 47km per litre [2.1litres per 100km; as per average EU test cycle].

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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.

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About Prestige Automobile (Pvt) Ltd

Prestige Automobile (Pvt) Ltd is the authorized importer for the premium German brand - Bavarian Motor Works AG, in Sri Lanka, better known as BMW. With a history of almost two decades in Sri Lanka Prestige Automobile, incorporated in December 1994, has its award-winning, ultramodern showroom (International Architectural Award Winner for Design Innovation) at Battaramulla.

With continuous improvements carried out to the facilities to reflect the brand's international character, Prestige Automobile offers the latest BMW models on the market, and globally benchmarked standard of service through its Service Help Desk and technically proficient team of sales persons.

Among the services available to BMW owners in Sri Lanka at Prestige Automobile are a well-stocked replacement parts department and a fully-equipped, state-of-the-art workshop with BMW-specified diagnostic devices, while BMW-trained technicians, professional managers and staff completes the superlative product and service offering at Prestige Automobile.

The company's portfolio of clients makes up an enviable share of the Luxury, Super Luxury, and Grand Luxury automobile segments in Sri Lanka and includes the Government of Sri Lanka and foreign missions that continue to place their trust in BMW Security Vehicles for VVIPs and visiting dignitaries.

It is the said confidence placed by the premium segment in Prestige Automobiles that have made them the undisputed leader in the aforesaid elite segment for the last several years.

In addition to the world renowned model portfolio of BMW, Prestige Automobile also offers BMW Certified Pre-owned vehicles, ushering a new dimension in vehicle ownership in the country.

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