

**Media Information**

26 October 2015

**BMW appointed as the official limousine for  
Asia Pacific Homeland Security 2015.  
25 units of BMW X5 to transport VIPs and dignitaries.**

**Singapore.** BMW Asia and Performance Motors Ltd (PML) have jointly announced the appointment of BMW as the official limousine for the Asia Pacific Homeland Security 2015. The sponsorship will comprise up to 25 units of BMW X5 Sports Activity Vehicles, which will be deployed to shuttle VIP attendees between 27 to 30 October.

“Asia Pacific is a very dynamic region with strong economic growth. It is an area that is subject to important risks of natural and industrial disasters. Therefore, there is a need for solutions to prevent, detect and analyse so as to allow the authorities or heads of companies to find immediate and sustainable solutions. Through this exhibition, our delegates will be introduced to new suppliers and solutions as well as the latest technological developments and innovations in security and rescue domains. As the exhibition will be attended by an unprecedented network of international government and military delegates and industry leaders, it is only right to accord these distinguished guests with a premium chauffeured ride by BMW during their stay,” said Mr Jimmy Lau, Managing Director of COGES ASIA Pte Ltd.

This year, BMW Asia and PML presented a courtesy fleet comprising 25 units of the BMW X5 xDrive35i to Mr. Jimmy Lau.

“As the world’s leading premium car brand, BMW is renowned for its excellence in technology, engineering and design, thereby making the brand a befitting partner for a showcase of the latest technological developments and innovations in security and rescue domains like the Asia Pacific Homeland Security 2015,” said Mr. Axel Pannes, Managing Director of BMW Group Asia.

“Performance Motors Limited is honoured to be able to provide an unparalleled level of support to ensure the success of Asia Pacific Homeland Security 2015. 25 units of BMW X5 vehicles will be sponsored as official limousines for this elite security event. We are confident that the safety,

design, style and cutting-edge technology typical of our BMW vehicles will be appreciated by the chauffeured VIP guests during this high-level significant occasion,” said Mr. Simon Rock, Country Managing Director of Performance Motors Ltd.

### **BMW X5: World’s most successful Sports Activity Vehicle.**

The BMW X5 literally started the premium Sports Activity Vehicle segment and has since become a global best-seller of its class with more than 1.3 million units sold worldwide since the launch of the first generation BMW X5. The BMW X5 xDrive35i comes with a six-cylinder engine that can develop a maximum power of 306hp and peak torque of 400Nm from 1,200 to 5,000 rpm. It can sprint up from 0-100km/h in 6.5 seconds and achieve a top speed of 235km/h. It has an average fuel consumption of 8.5litres/100km and CO2 emissions of 197g/km (as per average EU test cycle).

### **BMW X5 xDrive35i**

Six-cylinder in-line petrol engine with BMW TwinPower Turbo technology and High Precision Direct Injection, VALVETRONIC.

Capacity: 2,979 cc

Max output: 306 hp at 5,800 – 6,400 rpm

Max torque: 400 Nm from 1,200-5,000 rpm

Acceleration: 0-100 km/h in 6.5 seconds

Top speed: 235 km/h

Average fuel consumption to the EU standard: 8.5 litres/100km

Combined CO<sub>2</sub> emissions to the EU standard: 197 g/km

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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 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 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 dealer representing 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.

2013 - BMW is appointed the official limousine of the 2013 International Maritime Defence Exhibition and Conference. Performance Motors sponsored a fleet of 220 units of BMW 5 and 7 Series for the high-profile conference dedicated to maritime defence. BMW Motorrad achieved remarkable growth to become the top selling luxury bike in Singapore for the second consecutive year.

2014 – PML announced the official inauguration of 315 Alexandra Road, a new BMW facility which integrated a new BMW Motorrad showroom and an Aftersales facility dedicated to BMW Fast Lane services. BMW fleets continued to be the choice limousines for the Singapore Airshow 2014 (350 units of BMW X3, 3 and 7 Series), BNP Paribas WTA Finals 2014 (40 units of BMW 5 and 7 series) and Louis Vuitton High Jewellery event (105 units of BMW 5 and 7 series).