

BMW Group Malaysia Officially Opens New BMW Group Regional Parts Distribution Centre in Malaysia.

Premium automaker strengthens investments in the country with state-of-the-art logistics warehouse and parts distribution centre in Senai Johor, supporting 23 countries in the region.

Johor Bahru, 11 May 2017 – BMW Group Malaysia today opened the doors to its new Regional Parts Distribution Centre at the Free Industrial Zone of the Senai International Airport in Johor Bahru.

Situated on over 775,000 square feet of land in the Free Industrial Zone and with an investment of over RM 130 million, the new BMW Group Regional Parts Distribution Centre is one of the largest BMW facility of its kind in the Asia Pacific region and will support over 23 countries in the region as a logistics warehouse and parts distribution centre for after sales parts, components and lifestyle merchandises for the brands BMW, MINI and BMW Motorrad.

Speaking at the officiation ceremony, Dato' Azman Mahmud, Chief Executive Officer, Malaysian Investment Development Authority said, "This new Regional Parts Distribution Centre is very timely in capturing the growing market opportunities in this region, especially with our existing strategic free trade agreements and the upcoming Regional Comprehensive Economic Partnership (RCEP), as it will increase market accessibility across its member countries. As Malaysia continues to develop its infrastructure, productivity and innovation capabilities in every state, we are proud that BMW has recognised Johor to be a strategic location to meet its burgeoning regional demands."

"This new facility, does not only reflect on the Group's commitment to boost the regional competitiveness of our nation, but is providing greater employment opportunities and businesses for Malaysians. So far, they have engaged 55 local service providers with an annual contract value of more than RM25 million. The exchange of technological know-how will surely contribute to developing a more innovative and talented workforce," he further added.

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Mr. Hendrik von Kuenheim, Senior Vice President Region Asia, Pacific and South Africa, BMW Group, meanwhile, said, “The record sales performance we achieved in Asia last year and in the first quarter of 2017 is a testament to the strength of the BMW Group in the region. In that, we believe Malaysia to be a key market that supports our strategic business direction in expanding our footprint in the region. The opening of the new BMW Group Regional Parts Distribution Centre here will help the BMW Group to continue driving our vision to deliver the best in automotive innovation and value to customers in the region.”

Mr. Han Sang Yun, CEO and Managing Director of BMW Group Malaysia said, “In review of our 14 years of operations in Malaysia, BMW Group Malaysia has not only established itself as the leading provider of premium individual and sustainable mobility but also an organisation which demonstrates growth in every aspect – our performance as evidenced in the record breaking sales increase of 16% posted last year, and the maturity of our product portfolio with the recent introduction of plug-in hybrid models which saw phenomenal reception in the local market.”

Aside from increased investments to the country, the new BMW Group Regional Parts Distribution Centre will see customers across the region continue to enjoy better availability and faster lead times in the delivery of after sales spare parts, components and lifestyle merchandise to dealerships across the region.

Completed in December 2016, the new BMW Group Regional Parts Distribution Centre marks the first phase of the construction of the premium automaker’s facility. The facility benefits from the strategic location and modern infrastructure as well as sea port and airport access found in the Free Industrial Zone of the Senai International Airport in Johor Bahru.

The new parts distribution centre will be supplying to Malaysia, Singapore, Thailand, South Korea, Australia, New Zealand, Indonesia, Taiwan, Hong Kong, Macau, Philippines, Brunei, Laos, Cambodia, Myanmar, Vietnam, Bangladesh, Mongolia, Sri Lanka, Tahiti, New Caledonia, Fiji, and Guam. The new centre is also expected to create 120 new job opportunities.

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About MIDA

MIDA is the government's principal promotion agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Starting operations in 1967 with a relatively small set up of 37 staff, MIDA has grown to become a strong and dynamic organisation of over 700 employees. Headquartered in Kuala Lumpur Sentral, MIDA today has 12 regional and 23 overseas offices. This year as the organisation celebrates its 50th anniversary, MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era.

For more information, please visit www.mida.gov.my and follow us on [Twitter](#) and [Facebook](#).

About BMW EfficientDynamics

BMW EfficientDynamics was coined by BMW more than a decade ago to define the company's long term sustainable strategy to produce fuel-saving and alternative vehicle concepts through clean production processes. It is an array of technologies that are already fitted as standard across practically the whole model range. As the manufacturer with the most comprehensive programme for reducing fuel consumption and emissions, BMW EfficientDynamics are designed to enhance the performance and driving pleasure of the vehicles at the same time. In 2007, BMW was awarded a "Green Steering Wheel" for outstanding environmental innovation for its BMW EfficientDynamics technology.

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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

Website: 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 BMW Malaysia Sdn. Bhd

BMW Group Malaysia is the representative of Bayerische Motoren Werke (BMW) AG in Malaysia with activities that cover the wholesale of BMW, MINI and BMW Motorrad vehicles, spare parts and accessories as well as the overall planning of sales, marketing, after-sales, and other related activities in Malaysia. The organisation's presence in the country includes its National Sales Centre (NSC) in Cyberjaya and BMW Assembly Facilities at the Kulim Hi-Tech Park, Kedah which supports the Malaysian region as well as the BMW Group Data Centre (GDC), BMW Group Regional Training Centre (RTC) in Cyberjaya and BMW Group Parts Distribution Centre (PDC) at the Free Industrial Zone of the Senai International Airport in Senai, Johor which supports 22 markets in the Asia-Pacific region. BMW dealership network covers 39 outlets in various cities in Malaysia.

Website: www.bmw.com.my
Facebook: <http://www.facebook.com/BMW.Malaysia>
Instagram: <http://www.instagram.com/bmwmalaysia>
YouTube: <http://www.youtube.com/bmwMYS>

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