

Media Information

25 October 2017

BMW is the Official Car for Singapore International Energy Week 2017.

Singapore. BMW has been appointed as the “Official Car” for the Singapore International Energy Week (SIEW) 2017 to shuttle VIPs, speakers and foreign dignitaries attending the event at the Sands Expo and Convention Centre, Marina Bay Sands in Singapore from 23 to 27 October 2017.

The fleet comprises of 55 units of the all-new BMW 520d and, making its fleet debut in Singapore, one unit of the all-new BMW 740Le xDrive iPerformance, one unit of the all-new BMW X5 xDrive40e iPerformance and three units of the all-new BMW 530e iPerformance.

SIEW 2017 is the premier platform in Asia for energy insights, partnerships and dialogue, which brings together energy professionals, policymakers and commentators to discuss and share best practices and world’s leading energy challenges, solutions and actions across the energy spectrum of oil and gas, clean and renewable energy, and energy infrastructure financing.

“The BMW Group has set itself ten strategic sustainability goals running through to 2020. Key goals include reducing the consumption of water, energy, waste solvents per vehicle by 45%, becoming a leader in using renewable energy for production and value creation, and taking a holistic approach to premium electro-mobility,” said Mr. Paul de Courtois, Managing Director of BMW Group Asia. “Our goals are perfectly in line with what the SIEW aims to achieve; therefore, it is befitting that BMW be chosen as the official car for SIEW 2017.”

“This appointment marks a special occasion for Performance Motors Ltd and BMW Asia as we have been given the great opportunity to showcase, for the first time, our latest Plug-in Hybrid Electric Vehicle. We are committed to providing all attending VIPs, speakers and foreign dignitaries with pleasant and secure journeys during their stay.” said Mr Horst Herdtle, Managing Director of Performance Motors Limited.

In view of today's environmental challenges, the BMW Group has lowered energy and water consumption, waste and wastewater volumes, as well as solvent and CO2 emissions per vehicle produced by an average of 50% since 2006. In addition, the newly enhanced versions of the diesel units in the EfficientDynamics engine family burn up to 5% less fuel on average, emitting up to 5% less CO2.

About the cars.

All-new BMW 530e iPerformance.

The all-new BMW 530e iPerformance is a sporty sedan that combines extraordinary dynamics, best fuel economy and high everyday usability to deliver the dynamic driving experience for which the brand is renowned, combined with the possibility of electric driving with zero local emissions. The most innovative model in its class, the all-new BMW 530e iPerformance offers the full wealth of BMW 5 Series driver assistance systems, including eDrive.

All-new BMW 520d.

It may not be its only strength – far from it – but outstanding efficiency is undoubtedly a BMW 5 Series speciality. Indeed, the model series' achievements in this area have played a major role in securing its global best-selling status at the premium end of the executive class. Now, the all-new BMW 5 Series have set about extending their lead in the efficiency stakes once again. The introduction of a new generation of four-cylinder diesel engines improves further on what was already an exceptional balance between performance and fuel economy.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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.

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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 and 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 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 was 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, BNP Paribas WTA Finals 2014 and Louis Vuitton High Jewellery event.

2015 - BMW was the preferred limousine to chauffeur delegates for the World Engineers Summit 2015 and Asia Pacific Homeland Security 2015. PML also welcomed the launch of BMW ConnectedDrive, as well as, the all-new BMW 7 Series.

2016 - PML recorded an all-time high for new car registrations. PML also launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre which sets new standards in the automotive industry through the use of innovative digital tools and engaging retail environment. As a leading luxury car brand in Singapore, BMW remained the preferred limousine for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.