

UNDER EMBARGO UNTIL FRIDAY, 10 NOVEMBER 2017 at 16:00 SGT.

Media Information

10 November 2017

The BMW Pavilion premieres in Singapore. **Pop-up showroom to showcase BMW's focus on luxury.**

Singapore. From 10 – 24 November at Suntec Plaza in Marine Centre, BMW is bringing a new brand experience to the Lion City as it hosts the BMW Pavilion in Singapore for the first time. The temporary venue showcases the BMW brand's extensive expertise in contemporary luxury, high-quality design and fine craftsmanship in a unique showroom that brings customers on a journey of exclusivity and sophistication.

After its debut in Berlin in February, a stop in Warsaw, Poland, a visit to Cinquale di Montignoso, Italy in July, and a stop in Toronto, Canada last month, the BMW Pavilion makes its first stop in Asia before moving on to other locations around the world.

"Our customers in Singapore value unique moments which make life special, intense and precious. At the BMW Pavilion, we aim to provide visitors a meaningful experience with beautiful things that have a high emotional added value," said Paul de Courtois, Managing Director, BMW Group Asia. "It is essential that our customers see us not only as a car manufacturer, but an emotional partner on eye level passionate about creating and enriching their lives."

During this two week period, visitors will get an up close look at the first-ever BMW 6 Series Gran Turismo – recent winner of the EuroCar Body Award 2017 for its innovation in body construction, efficient development and production concept used as well as the customer benefits provided by the body – the BMW M760Li xDrive and the BMW 750Li, among other models.

The BMW Pavilion will also be home to exclusive evening events hosted by like-minded brands such as Montblanc, The Bespoke Club, Ode to Art, Sincere Fine Watches and 1855 amongst others. Additionally, Singaporeans can visit The BMW Pavilion during the public days (12 & 19 November) to test drive a fleet of BMW models.

The BMW Pavilion will be located at Suntec Plaza, 7 Temasek Boulevard from 10-24 November. To book a test drive, discover the available vehicles, and learn the pavilion's hours of operation, please visit <http://www.thebmwpavilion.sg/>.

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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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