

Media Information.

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**BMW Indonesia Officially Opens First City Sales Outlet
in Indonesia.****New retail concept in strategic location to strengthen brand
offerings.**

Jakarta. Today, PT BMW Indonesia, along with PT. Artha Motor Lestari, inaugurated BMW Thamrin as the first BMW City Sales Outlet in Indonesia. Located in the heart of the city, this newly-launched 3S dealership also plays a strategic part in providing a new retail concept to further strengthen the brand offerings. Karen Lim, President Director of BMW Group Indonesia as well as Board of Directors of PT Artha Motor Lestari, Leonel Gozali and Tjundaka Natawardaya were present to introduce the unique concept during the grand opening ceremony.

“BMW City Sales Outlet is the name that BMW has chosen for the new format of store it is introducing in various places where it has a presence. Over the last few years, BMW has initiated a transformation process in order to offer new added value for customers. To this end, BMW has introduced a new store concept that is closer to the users and better able to convey the values that differentiate BMW from other car manufacturers. This new retail concept has been proven to have achieved its purpose - offering customers an all-round sensory experience of the BMW brand,” said Karen in her opening remarks. Inside BMW Thamrin, customers can see, feel and experience BMW brand stories with JOY as the main element. Moreover, it is in a strategic location and easy to access. “Thus, we are proud to be able to finally present the concept to the Indonesian market today,” added Karen.

Company

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This new concept involves a strategically placed venue with interactive retail facilities by means of BMW Virtual Product Presentation (VPP) which offers a great sensory experience of the BMW brand and represents a perfectly integrated process when it comes to buying a vehicle, from the car's configurations, a test drive to the final purchase. This dealership will also provide after-sales services including BMW fast lane services, regular maintenance, and spare-parts ordering process connected to the BMW Group Indonesia Parts Distribution

Center.

Karen also expressed her gratitude to BMW's dealer partner during the opening ceremony, "The location of the BMW City Sales Outlet demonstrates and consolidates BMW brand presence in this strategic area. I would like to thank our partner PT. Artha Motor Lestari for their commitment to expanding the BMW brand within the strategic location of Thamrin. PT. Artha Motor Lestari have already shown their ability to build the brand through our BMW Medan dealership in Sumatra, and through BMW Thamrin I believe they will once again reinforce their commitment to further strengthening our brand offerings," she said.

Tjundaka Natawardaya, Director of PT. Artha Motor Lestari, spoke proudly of the dealer's role during the opening ceremony, "We are very honored by the trust placed in us by BMW Indonesia with the opening of BMW Thamrin as the first City Sales Outlet in Indonesia. We are especially thrilled with the utilization of Virtual Product Presentation (VPP) as part of the consumer decision-making process. We have invested more than IDR 15 billion in this dealership to deliver a fantastic experience aligned with BMW's global standards. At BMW Thamrin, which has a total area of 803.46 m², consumers can enjoy a premium atmosphere in close proximity to their workplace, as well as fast lane services, and the ability to have their future BMW configured within minutes. The opening of BMW Thamrin is proof of our commitment to supporting BMW as we enter a new era of vehicle-purchasing process in Indonesia," he enthused.

During the months of opening period, BMW Thamrin provides interesting offerings towards for BMW customers, "We will give 1 year additional 'BMW extended warranty' and BMW lifestyle merchandise in every car purchase starting today until May 2018. With the ease access of services and complete offerings, we hope that BMW Thamrin will continue positive momentum for BMW sales in Indonesia and further strengthen the brand," Tjundaka conclude.

BMW Thamrin, presented by PT. Artha Motor Lestari, is located in the lobby of Indosurya Plaza, Jl. M.H. Thamrin no. 8-9, RT05/RW01, Central Jakarta. This 3S dealer will serve

BMW's customers in the greater Jakarta area from 10.00 – 20.00 daily. BMW Thamrin showcases the latest BMW models, provides test drive units on demand, and offers maintenance services as well as BMW Financial Services in acquiring a new BMW unit. In one corner, BMW Thamrin also runs the BMW Business Alliance program which offers tailor-made corporate sales programs. For more information, please visit www.bmw.co.id, call the BMW Indonesia 24-hour call center at (+6221) 2927-9677, or BMW Thamrin at (+6221) 299-37-269.

All BMW models purchased from Authorized BMW Dealers come with BMW Service Inclusive, which includes free-of-charge regular maintenance for 5 years or 60,000 km, whichever comes first, as well as a 36-month warranty without mileage limitations. New models are also covered by BMW Group Tire Coverage for 3 years which includes up to 4 replacement tires per year up to 100% including the cost of the tires and labor, and covers damage caused by punctures, bulging, cuts, bursts and tears, or the vehicle continuing to run on flat tires. Damaged tires will be replaced with originals - terms and conditions apply.

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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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was € 9.67 billion on revenues amounting to approximately € 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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BMW Group Indonesia

BMW Group Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia. BMW Indonesia Group activities cover the wholesale of BMW and MINI vehicles, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 18 new-car dealers and 6 BMW Premium Selection facilities spread out in various cities in Indonesia. Selected models of the BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, and BMW X5 are assembled in Indonesia by a local partner.

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