

BMW Group Indonesia Presents Best Lineup at Indonesia International Motor Show 2018.

BMW Group Indonesia shows its leadership in terms of innovation, luxury, comfort and driving pleasure in the event of Indonesia International Motor Show (IIMS). In the IIMS 2018, 16 vehicles of BMW and MINI brands are featured in the BMW Group Pavilion housed in hall D4 in an area of 860 square meters. On the same occasion, BMW Indonesia also re-shows its leadership in electric vehicles by presenting the BMW i8 at the IIMS 2018 Electric Vehicle Festival. The plug-in hybrid electric vehicle (PHEV) BMW i8 was first introduced in the IIMS 2014 and BMW Indonesia still consistently continues to convey the benefits of electric vehicles for the users.

Vice President Corporate Communications at BMW Group Indonesia, Jodie O'tania says, "BMW Group Indonesia is presenting the best vehicle line at BMW Group Pavilion during the IIMS 2018. Starting from leading models such as the BMW 7 Series and the BMW 5 Series, the public can now for the first time be more closely sense the ultimate benefits of our best mid-size Sports Sports Vehicle (SAV) premium vehicle, the all-new BMW X3. Not to be missed, MINI's legendary brand also presents 4 iconic models: MINI Clubman, MINI Cabrio, All-new MINI Countryman, and one of the most athletic models of MINI 3-Door John Cooper Works."

Locally-assembled all-new BMW X3.

The IIMS 2018 event becomes an important momentum for the presence of the All-new BMW X3 which has been officially launched in Indonesia last week. The BMW's latest Sport Activity Vehicle (SAV) has provided a new definition for a dynamic, efficient and tough driving experience at all fronts. The All-new BMW X3 sets a new benchmark in the SAV medium segment in terms of design, lightweight chassis technology, comfort, connectivity and a typical Sheer Driving Pleasure driving experience.

The All-new BMW X3 can be ordered on the first day of the Indonesia International Motor Show (IIMS) 2018. With a price range of Rp 1.009 billion (off the road, the unit shipments can be done in mid-June to July 2018. The all new BMW X3 is locally assembled in BMW

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Production Network 2 with BMW Indonesia strategic partner, PT Gaya Motor in Sunter, North Jakarta.

Since 2011, PT Gaya Motor has been entrusted to assemble BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3 and BMW X5. "Today is an honor for us to add a BMW vehicle model to be produced by PT Gaya Motor, the all-New BMW X3, one of the BMW's flagships," says President Director PT. Gaya Motor, Ary Mariano.

BMW Indonesia Participates in the IIMS 2018 Electric Vehicle Festival.

BMW Group Indonesia is a pioneer of electric mobility in Indonesia. In 2014, BMW Group Indonesia introduced the prototype of BMW i8 at the IIMS 2014. At the same time, BMW Indonesia was also introducing the sub brand BMW i, which featured the BMW electric vehicle either entirely or in part. Followed by the official launch of BMW i8 in Indonesia in 2016, after that BMW Indonesia consistently continues to prepare a variety of support services for BMW i vehicle. The launch of two BMW i dealers in 2017 also further strengthens the position of BMW as a leader of electric mobility in Indonesia.

In the IIMS 2018, BMW Group Indonesia also presents the excellence of innovation and design of the vehicles under BMW i sub-brand, as well as other supporting ecosystems around the electric vehicle. The presence of BMW i8 and BMW i Wallbox Plus with the power source of solar panels at the IIMS Electric Vehicle Festival 2018 reflects the concern of BMW that plays an active role in developing electric vehicle ecosystem in Indonesia. "Collaboration between BMW Indonesia and relevant stakeholders regarding electric vehicles in Indonesia continues to be improved. The presence of BMW i8 and supporting ecosystem equipped with solar panels that can supply electricity independently shows BMW Indonesia's commitment to continue to support the readiness of electric vehicles in Indonesia," Jodie adds.

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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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