

**Media Information****EMBARGOED TILL 09 November 2016****Performance Motors enhances premium customer experience with newly renovated showroom.****Future Retail concept to set new retail standards in the automotive industry.**

Singapore – Performance Motors Limited (PML), the authorised dealer for BMW cars and BMW motorcycles in Singapore, today opened the doors of its newly renovated BMW showroom at Sime Darby Performance Centre, 303 Alexandra Road. With the launch of this new generation of showrooms, PML will also be introducing “Future Retail” - a comprehensive BMW Group programme at this centre.

With Future Retail, the BMW Group has a number of objectives - increase customer satisfaction, strengthen customers’ knowledge of products and technologies and improve efficiency. This entails a whole range of initiatives and tools that will set new standards for retail in the automotive industry.

“The world of retail is changing at a rapid pace, especially in a market like Singapore. At Performance Motors, we always aim to exceed the needs and expectations of our customers. Therefore, it is essential that we transform the way we interact with them to deliver an inspiring premium retail experience from the moment they enter our showroom,” said Mr. Horst Herdtle, Managing Director of Performance Motors Ltd. “BMW Future Retail incorporates a new customer journey by the showroom design, new digital tools, as well as changes in the roles and responsibilities of some front-line staff to create a modern, premium and enjoyable brand experience for our customers.”

From new digital communication equipment, such as the Virtual Product Presentation (VPP) device, to an all-new café area and a new kids’ corner on the first floor, customers are immersed in an engaging and interactive retail environment. Below are some of the highlights that are unique to the BMW Future Retail experience at PML:

**BMW Genius (BG)**

The role of the BG is to better support customers with in-depth product knowledge as well as enabling the customer to better utilise and configure products based on their particular needs. As the BG needs to be mobile, he or she will be equipped with a tablet that allows for product configuration and in-depth explanation of features supported by visuals and films. Furthermore, as BGs do not have sales targets, customers interacting with them enjoy a pressure-free discussion during which customers can take as much time as they like to find out about BMW, its various products and technologies.

Virtual Product Presentation (VPP) device

The VPP enhances the sales experience for both the customer and the showroom employees. Our customers value BMW models for their state-of-the-art technology and they are right to expect the same from their dealership. With a tablet- app known as the Mobile Customiser and the VPP, this need is met and configuring a car turns into a real experience. The Mobile Customiser enables car configurations to be transferred wirelessly onto a high-definition 3D display in a highly realistic and detailed representation. Customers no longer have to rely on their imagination, or need to see in person, the colors, options, and packages they have chosen for their new BMW.

BMW Kids Dome

Adults can immerse themselves in an uninterrupted visit knowing that their little ones are kept busy at the BMW Kids Dome. Young visitors can now occupy their time with BMW Baby Racers, the BMW DVD system, books and art materials in a dedicated area while parents take a closer look at the cars or converse with the friendly Sales Consultants.

“Performance Care” – Mobile application

In addition, PML has launched “Performance Care” – a fully integrated mobile web application to offer customers a comprehensive suite of services anytime, anywhere through their mobile phones (Android and IOS). These services include the booking of



service appointments; selecting the preferred service centres, dates, timings and Customer Service Advisors; tracking status of cars during servicing; submitting enquiries; and browsing the catalogues.

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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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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.