

**Media Information**

13 May 2019

## **BMW returns as the Official Car Sponsor of IMDEX Asia 2019.**

### **Fleet of over 160 BMW 5 Series and BMW X3 to shuttle VIPs.**

**Singapore.** BMW Asia and Performance Motors Limited (PML) officially handed over more than 160 units of BMW models to serve as the official cars for the International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019. Held from 14 to 16 May 2019 at the Changi Exhibition Centre, IMDEX Asia is the premier international maritime defence exhibition and conference for the Asia Pacific region. The car fleet – comprised of over 80 units of the BMW 5 Series and 80 units of the BMW X3 – will be deployed to chauffeur dignitaries and delegates throughout the event.

“It is a privilege for BMW together with PML to once again partner with IMDEX Asia as the Official Car sponsor,” said Mr Christopher Wehner, Managing Director of BMW Group Asia. “IMDEX Asia is a key platform for networking and partnerships, strategic dialogues and showcasing game-changing ideas and innovation. As BMW is renowned for its highest standards of technology, engineering and design, it is befitting that the brand is playing a key role in this important convention.”

“IMDEX Asia 2019 is a great opportunity to show what BMW stands for, with its range of premium executive sedans and Sports Activity Vehicles. These BMW cars will deliver the highest level of comfort and safety to the distinguished guests in their journeys throughout the conference,” said Mr Arnt Bayer, Managing Director of Performance Motors Limited.

IMDEX Asia is the Asia Pacific's flagship international maritime defence show that hosts naval and maritime leaders so as to foster engagement and accelerate global and regional collaboration on technological fronts. In its 12<sup>th</sup> edition this year, IMDEX Asia welcomes the presence of 22 chiefs of navy, directors-general and senior naval officials, 22 warships from 15 countries, and 236 participating companies from 30 countries. Supporting partners of IMDEX Asia include the Republic

of Singapore Navy (RSN), the Defence Science & Technology Agency, the Maritime & Port Authority of Singapore, the Regional Cooperation Agreement on Combating Piracy and Armed Robbery against Ships in Asia Information Sharing Centre, the S. Rajaratnam School of International Studies and the Singapore Exhibition and Convention Bureau.

Please refer to the addendum for all the BMW model descriptions.

-End-

For media enquiries, please contact:

**BMW Group Asia**

Corporate Affairs Department

[BMWAsiaCorpAffairs@bmw.com](mailto:BMWAsiaCorpAffairs@bmw.com)

Tel: (+65) 6838 9600

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

**Performance Motors Limited**

Public Relations

Belinda Bay

[belinda.bay@simedarby.com.sg](mailto:belinda.bay@simedarby.com.sg)

Public Relations Executive

Kenny Chong

[kenny.chong.kafui@simedarby.com.sg](mailto:kenny.chong.kafui@simedarby.com.sg)

Tel: (+65) 6319 0268

## **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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw>

## **About Performance Motors Limited (PML)**

Performance Motors Limited (PML) is a member of the Sime Darby Group and has been the dealer 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 39-year history in the luxury segment.

2002 - In an industry first, PML initiated a customer lifestyle and rewards programme which evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of 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 the Best Sales performance in the Asian 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 for 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 two existing premises at the Sime Darby Centre and in 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 Conquest BMW 7 series of BMW Excellence in Sales 2009 categories, 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 being the 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 of 50%. BMW continued to be the official limousine brand for the Barclays Singapore Open for the sixth consecutive year.

2013 - BMW was appointed the official limousine brand 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 brand in Singapore for the second consecutive year.

2014 - PML announced the official inauguration of a new BMW facility at 315 Alexandra Road, 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 brand to chauffeur delegates for the World Engineers Summit 2015 and the 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 and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. PML also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML 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 brand for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine brand of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.

2017 - PML continued to trailblaze and achieved yet another sterling record of high performance in a second consecutive year. PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific'. In addition, PML was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' and 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new BMW iPerformance models and an updated BMW i model saw PML cementing its position as the industry leader for plug-in hybrid electric vehicles (PHEVs) and electric vehicles (EVs) in Singapore. BMW was appointed the official car brand for numerous high-profile events including ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017 and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely SMBC Singapore Open 2018, Singapore Airshow 2018, 32<sup>nd</sup> ASEAN Summit and Singapore International Film Festival 2018.

## **Addendum – BMW Model Descriptions.**

### **The BMW 5 Series**

With its dynamic and simultaneously elegant appearance, the BMW 5 Series convincingly meets the expectations that are placed today on a vehicle of its class: aesthetic athleticism and driving pleasure with state-of-the-art technology. Rigorous application of the BMW EfficientLightweight design concept contributes to a wonderfully dynamic driving experience with the long-distance comfort for which the BMW 5 Series is renowned. A wealth of assistance systems offers the driver unbeatable support in all driving conditions.

### **The BMW X3**

The BMW X3 is a paragon of sporty dynamics, premium ambience and robust agility, coupled with low fuel consumption and emissions. This Sports Activity Vehicle (SAV) cuts a visually powerful figure with its twin circular headlights, an eye-catching kidney grille, imposing front and rear bumpers, and exterior mirrors with integrated turn signal indicators. A high level of perceived quality and exclusivity also defines the interior of the SAV. The BMW X3 offers exceptional driving dynamics and directional stability, as well as class-leading safety and technology.