

Media Information

15 July 2019

“Access by BMW” now available in Singapore. Enjoy flexible access to Sheer Driving Pleasure.

Singapore. BMW Financial Services Singapore and Sime Darby Services, part of Sime Darby Motors, a leading automotive player in Asia, officially introduce “Access by BMW”, a new vehicle subscription service that provides members with flexible access to a diverse fleet of BMW vehicles through a single monthly subscription. Singapore is the first market in Asia, and the second globally, to offer this service.

“As personal mobility needs change, the demand for service-related offerings is increasing. Access by BMW is more than a subscription service, it’s the new definition of flexibility,” said Ritu Chandy, Regional CEO, BMW Financial Services Asia Pacific. “Singapore is the perfect market to introduce Access by BMW given its reputation as an innovation hub with tech-savvy consumers who will embrace a mobility service to fit their lifestyle needs.

In a few easy steps, members can enjoy access to a wide selection of models with the car of their choice conveniently delivered right to their doorstep,” said Ms Chandy. “Whether they want a BMW 1 Series, a BMW 3 Series, or a BMW X model, members will also have the flexibility to switch their vehicles on a monthly basis¹. This allows them to have the right BMW for the right moment so they can focus on what matters most, while we take care of the rest.”

Customers can visit the Access by BMW website to view the available models and prices. Once they have chosen their desired BMW, all it takes is a few clicks to create an account and sign up for the car subscription service on a one-month or three-month basis². Payment is easily done online via a valid credit card and customers can keep track of past and upcoming subscriptions via their Access by BMW web account.

¹ Terms and conditions apply.

² Members are charged a one-time service activation fee of SGD 1,000. This fee will be waived for all new subscriptions during the month of July 2019.

The Access by BMW subscription service offers:

- Door-to-door delivery and collection at a location of the customer's choice.
- No long-term commitment.
- No upfront investment.
- Pay by the month with an option to pause between subscriptions.
- All-inclusive pricing – unlimited mileage, comprehensive insurance, maintenance and road-side assistance, road tax, and the prevailing GST.

For more information, please visit www.accessbybmw.com.sg or contact Sime Darby Services Private Limited at +65 6431 0595.

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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. The BMW Group production network comprises 31 production and assembly facilities in 15 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 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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