

**Media Information**

17 July 2019

## **The BMW Charity Auction 2019.** **Raising cancer awareness with the Montblanc x BMW Luggage Set.**

**Singapore.** BMW Asia and Performance Motors Limited are pleased to announce a partnership with the National Cancer Centre of Singapore (NCCS), the country's national specialty centre for diagnosis, research, and treatment of cancer. In support of Breast Cancer Awareness Month, BMW Asia and Performance Motors Limited are auctioning an exclusive five-piece Montblanc x BMW Luggage Set, 1 of only 15 sets produced globally. All proceeds go towards supporting breast cancer research at NCCS.

The Montblanc x BMW Luggage Set comprises a Guitar Bag, Surf Bag, Duffel Bag, Suit Bag, and Hardshell Suitcase. Inspired by the multifaceted spirit of California and practicality of a luggage set that perfectly fits in the boot of the all-new BMW 8 Series Coupe (THE 8), Montblanc designed a luxurious vision for modern-day lifestyle expectations. The bespoke Luggage Set is handcrafted in Florence, Italy using high-quality, perforated black or red leather with black darts.

Mr Christopher Wehner, Managing Director of BMW Group Asia, said, "As part of our ongoing CSR outreach efforts to give back to the community, we are thrilled to collaborate with the NCCS for the second time this year in auctioning this exclusive Montblanc x BMW Luggage Set. On the back of the successful Run for Hope race event earlier in the year, we are confident that the BMW Charity Auction 2019 will go a long way to making a big difference in the lives of cancer fighters and survivors in Singapore."

Mr Arnt Bayer, Managing Director of Performance Motors Limited, said, "The Montblanc x BMW Luggage Set brings lifestyle and business together in perfect form – each item in the set embodies modern luxury for today's leader. It is our privilege to support the NCCS and their great work with such a special item for charity. With this auction, BMW is proud to do its part to raise more awareness of cancer research here in Singapore in the fight for a cancer-free tomorrow."

Montblanc's extraordinary commitment to craftsmanship meets BMW's groundbreaking design in the exclusive Montblanc x BMW luggage set. This special collection is an expression of a shared passion for the pioneering spirit – it is innovation, translated into emotions. With its sophisticated material and first-class handcraftsmanship, the Montblanc x BMW Luggage Set underscores the BMW luxury model's claim to leadership.

The professional **guitar bag** stands out with its striking, distinctive feature – a detachable shoulder strap. Worn to the side or as a backpack, the strap gives the bag a modern twist. The guitar bag is lined with neoprene, offering reliable protection for its valuable contents, while two practical pockets on the front offer space for music notes and guitar accessories.

The round **surf bag** comes in a confident, sporty look and features a large main compartment and a separate compartment for accessories. Practical shoulder straps mean the surf bag can be worn comfortably as a backpack.

A veritable classic: the **duffel bag** sports the iconic round look and offers ample space for high fashion in the main compartment. The duffel bag also has two separate zip compartments for shoes and accessories.

The premium-quality, double-folding **suit bag** reliably protects suits and shirts from creasing and dirt. A clever compartment system allows clothes, cufflinks and accessories to be stored separately.

The sturdy **hardshell suitcase** with a handle represents perfect organisation and features a large main compartment with elastic straps, three zip compartments and two large sections for accessories.

The Montblanc x BMW Luggage Set is now available for viewing at Performance Motors Limited at 303 Alexandra Road. The BMW Charity Auction 2019 begins on Thursday, 1 August 2019, and runs until Monday, 30 September 2019.

Interested participants are welcome to visit the BMW Charity Auction website at <http://bit.ly/BMWCharityAuction2019> or scan the QR code below to be notified on the latest developments.



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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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### **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.