



Press release  
27 August 2019

## **BMW partners with Lazada to launch the all-new BMW 1 Series in Singapore.**

**Singapore.** BMW Asia and Performance Motors Limited (PML) today launched the all-new BMW 1 Series – also known as THE 1 – in an exclusive partnership with Lazada, the leading eCommerce platform in Southeast Asia. This first-of-its-kind collaboration between BMW and Lazada allows customers in Singapore to place a \$500<sup>1</sup> booking fee on the BMW LazMall store, which secures a special interest rate of 1.18% for 1 of 11 units of the BMW 118i M Sport. The launch marks the entry of the first automotive brand on LazMall in Singapore.

“This is an exciting pilot programme for BMW in Singapore as we’re pushing the boundaries and going where no other luxury automotive brand has gone before,” said Mr. Christopher Wehner, Managing Director of BMW Group Asia. “By partnering with Lazada, we are expanding our customer touchpoints beyond the showroom and bringing the brand to customers in the comfort and convenience of their homes. We hope to gain deeper insights into our customers’ interest in engaging with the BMW brand via this platform.”

“We are delighted to be the eCommerce platform of choice for consumers, sellers and premium, luxury brands like BMW,” said Mr. James Chang, Chief Executive Officer of Lazada Singapore. “For the first time in Singapore, consumers can take the first step to car ownership by placing a booking fee for their new vehicle via the BMW LazMall store. We look forward to a long-lasting partnership with BMW where we provide them access to new and exciting customer segments, while continuing to team up with the best brands to innovate and redefine the shopping experience for our customers.”

“Singapore is a tech-savvy market with an abundance of opportunities for companies such as ourselves to deliver value-added experiences to our customers. Therefore, we are always exploring new channels to reach a wider audience, said Mr. Arnt Bayer, Managing Director of Performance Motors Limited. “As the joy booster among cars in the premium compact class, it is

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<sup>1</sup> The special interest rate of 1.18% is valid for a minimum loan tenure of 2 years. The deposit of \$500 is refundable upon finalising the vehicle purchase.



befitting for THE 1 to be the hero car of this pilot programme. This is a new era for BMW in Singapore and I look forward to seeing our customers' response."

From Monday, 9 September 2019 at 8am (SGT), the first 11 units of the BMW 118i M Sport will be available for booking on the BMW LazMall store at the special interest rate of 1.18%. After placing the booking fee, customers will be invited to the PML showroom at 303 Alexandra Road to view the car and finalise the purchase. Bookings for subsequent units of THE 1 will be subject to a booking fee of \$118<sup>2</sup> and prevailing interest rates at the time of application. In addition, customers will be able to arrange a test drive of THE 1 via the Lazada platform from October.

The BMW LazMall store can be accessed at [www.lazada.sg/shop/bmw](http://www.lazada.sg/shop/bmw) or via the Lazada app on iOS and Android devices. [LazMall](#) is Southeast Asia's biggest virtual mall that provides shoppers across the region access to trusted products, reliable service and quality assurance. It is home to over 1,500 leading international and local brands.

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<sup>2</sup> The deposit of \$118 is refundable upon finalising the vehicle purchase.



Lazada Singapore

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#### **About BMW Group Asia and Performance Motors Limited**

Since the BMW Group was founded more than 100 years ago in 1916, the Company's identity has been defined by future orientation and adaptability.

Today, 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 of 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.

Singapore has been the home to BMW Group Asia since 2015. The regional office oversees 13 importer markets across East Asia – Singapore, Vietnam, Philippines, Indonesia, Brunei, Bangladesh, Sri Lanka, Tahiti, Guam, New Caledonia, Laos, Cambodia and Myanmar, for both BMW and MINI brands.

BMW Group Asia plays the role of a business incubator for the importer markets and introduces product and technology that best caters to customers' needs in this part of the world. BMW Group Asia is also a regional hub for strategic corporate functions like the BMW Group Treasury Centre, BMW Financial Services, and Information Management Services that support the BMW Group across the Asia Pacific region.

In 2019, BMW Group Asia has been on the model offensive, launching the all-new BMW 3 Series, new BMW 7 Series, all-new BMW 8 Series Coupe, all-new BMW X5, first-ever BMW X7 and all-new BMW Z4 in the first seven months of the year.

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.

Performance Motors Ltd and Performance Munich Autos Pte Ltd are the authorised dealers of BMW and BMW M in Singapore respectively. Their showrooms are located at 303 Alexandra Road, Singapore 159941 (+65 6319 0100) and 315 Alexandra Road, Singapore 159944 (+65 6333 3933) respectively.

#### **About Lazada Group**

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

#### **About LazMall**

Launched on the Lazada platform in August 2018, LazMall connects shoppers to over 1,500 leading international and local brands. With trusted products, reliable service and quality assurance, Southeast Asia's biggest virtual mall sets a new standard in retail. Shoppers can check out with the assurance of 100% authenticity, 15-day hassle-free returns, and next-day delivery. For brands and sellers, LazMall offers an opportunity to create a customised experience for their customers.