

**Media Information**

18 September 2019

## **BMWFestSG brings joy to the Lion City. A thrilling community affair for all ages.**

**Singapore** – BMW Asia and Performance Motors Limited successfully welcomed car enthusiasts, families and friends during BMWFestSG at the Grange Road Car Park from 13 – 15 September 2019.

Spread over 3,000 sqm, BMWFestSG provided the community an opportunity to experience the BMW brand like never before. In addition to experiencing more than 30 BMW models, visitors were immersed in sheer driving pleasure through a variety of activities, such as the City Circuit at \*SCAPE Singapore, the BMW Lifestyle Fashion Show, launch of new BMW Lifestyle Collections, and a wide selection of mouthwatering local and international cuisines. Younger BMW fans also had a chance to learn basic German language skills through interactive games with the Goethe-Institut Singapur to acquaint themselves with the culture behind BMW.

“The energy throughout BMWFestSG was overwhelming this weekend. There’s nothing more enjoyable than watching families and friends gather together to experience what makes the BMW brand what it is today,” said Christopher Wehner, Managing Director of BMW Group Asia. “Based on the smiles on everyone’s faces, I’m proud to say our very first BMWFestSG was a success. It was an honour to welcome the community and host this event in the heart of the city.

“The BMWFestSG at Grange Road car park builds on the excitement of the race season, and brings the thrill and excitement from the race track to Orchard Road, so that visitors can enjoy fast cars, fashion, food and performances in one setting. We look forward to partnering the private sector to bring in more of such experiential events to Orchard Road to inject greater buzz and excitement throughout the precinct,” said Ms Ranita Sundra, Director, Retail and Dining, Singapore Tourism Board.

“Exciting cars, fascinating technology, drift demonstrations, vibrant fashion shows and delicious gourmet spread – we provided a myriad of activities for all our loyal customers and guests to enjoy.” said Arnt Bayer, Managing Director of Performance Motors Limited. “BMWfestSG was the perfect weekend event for the entire community to experience the BMW brand. From the X-Drive Thrill experience in THE X5 to experiential games with THE 1.”

“To top off the weekend, we had the pleasure of providing one lucky visitor with a BMW for one month through Access by BMW, the latest new vehicle subscription service offered by BMW Financial Services Singapore,” said Mr. Wehner. “Access by BMW allows more drivers to experience sheer driving pleasure when they want, for as long as they want.”

The model highlights of the event included the all-new BMW 1 Series, the newest variant of the all-new BMW 3 Series – the BMW 320i, the first-ever BMW X3 M Competition and the first-ever BMW X4 M Competition.

Select BMWfestSG offers will be available at the Performance Motors Limited Showroom from 16 September onwards. This includes complimentary BMW Service Inclusive (BSI) for 5 years, BMW Extended Warranty, and an opportunity to drive home a BMW from \$0 a month with BMW Easy Finance.

-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

Timothy See

[timothy.see@simedarby.com.sg](mailto:timothy.see@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 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.

[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/bmwgroup/>

## **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.