

Media Information

9 January 2020

BMW launches first-ever BMW M8 Competition Coupe at Singapore Motorshow 2020.
ASEAN premiere of the first-ever BMW 2 Series Gran Coupe.

Singapore. BMW Asia, Performance Motors Limited and Performance Munich Autos today launched the first-ever BMW M8 Competition Coupe at the Singapore Motorshow 2020. The annual motoring event, held from 9 – 12 January 2020 at Suntec Singapore Convention Centre (Level 4, Booth 106/107), is also the setting for the ASEAN premiere of the first-ever BMW 2 Series Gran Coupe.

“2020 is going to be an exciting year as BMW continues on its product offensive. We’re thrilled to kick off this year with the launch of first-ever BMW M8 Competition Coupe, the fastest production model in the BMW range that exemplifies the purist M feeling in a luxury sports car,” said Mr. Christopher Wehner, Managing Director, BMW Group Asia.

“Working closely with Performance Motors Limited and Performance Munich Autos, we’ll continue to provide customers with the power of choice – whether it be high-performance models such as the BMW M8 Competition Coupe or plug-in hybrid models such as the upcoming BMW X3 xDrive30e. Every BMW model promises joy behind the wheel, and we’re confident our customers will find a vehicle that meets their needs and exceeds their expectations,” Mr. Wehner added.

“The annual Singapore Motorshow is one of the most important motoring events in the year,” said Mr. Arnt Bayer, Managing Director, Performance Motors Limited. “In addition to giving customers an opportunity to experience the wide range of models we offer, it’s the perfect setting for the ASEAN premiere of the first-ever BMW 2 Series Gran Coupe. Set to be launched in Singapore in Q1, the first-ever BMW 2 Series Gran Coupe brings the four-door coupe concept into the premium compact segment for the first time.”



The first-ever BMW M8 Competition Coupe.

This new BMW M high-performance version takes the BMW 8 Series model range to an even higher level of performance, delivering supreme performance and an unmistakable blend of dynamism, agility, and precision. The first-ever BMW M8 Competition Coupe is a 2+2 seater and benefits from the most powerful engine ever

developed by BMW M for a production model: the 4.4-litre V8 with BMW TwinPower Turbo technology and a peak output of 625 hp.



The first-ever BMW 2 Series Gran Coupe.

This car is the perfect choice for customers for whom sportiness, cutting-edge connectivity and ample on-board space rank highly. As its sporting looks imply, the first-ever BMW 2 Series Gran Coupe has its sights set on establishing the dynamic yardstick in its class. The advanced BMW front-wheel-drive architecture along with an array

of other technological developments provides an outstanding toolkit for the job at hand. Furnished with cutting-edge chassis technology and innovative systems such as the BMW Intelligent Personal Assistant, the four-door coupe raises the bar in terms of driving dynamics and agility, and sets new benchmarks in the premium compact segment.



The new BMW R 1250 GS Adventure.

For decades, the boxer engine in the BMW Motorrad GS Adventure models has stood for distinctive, powerful and reliable propulsion when it comes to dynamic riding along country roads, sporty touring or enjoying long-distance trips and motorcycling adventures to the full. With the

extensively further advanced boxer engine, the new BMW R 1250 GS Adventure achieves a whole new level of power and torque. Refinement and running smoothness have been significantly optimised – especially within the lower engine speed range. The new engine offers improved emission and fuel consumption levels as well as a particularly satisfying sound. For this purpose, BMW ShiftCam Technology has been used for the first time in the serial production of BMW Motorrad engines.

BMW and Spartan.

The Singapore Motorshow 2020 marks the start of a year-long collaboration with Spartan. With a full range of BMW X models from the BMW X1 to the BMW X6 evoking sportiness and adventure, BMW is proud to anchor Spartan Race Singapore this year as the Presenting Partner.

To kick off this partnership, Spartan has created a special obstacle course at the BMW booth. Members of the public are invited to compete in multiple challenges in order to win exclusive Spartan premiums. Visitors can also catch a special display of the BMW X3 at the start of the obstacle course.

Model showcases.

BMW Asia, Performance Motors Limited and Performance Munich Autos are showcasing the following models at the Singapore Motorshow 2020:

1. First-ever BMW M8 Competition Coupe (Singapore launch)
2. First-ever BMW 2 Series Gran Coupe (preview)
3. All-new BMW 1 Series
4. BMW 225xe Active Tourer
5. BMW 2 Series Gran Tourer
6. All-new BMW 3 Series
7. BMW 5 Series
8. New BMW 7 Series
9. All-new BMW Z4
10. New BMW X1
11. BMW X2

12. BMW X3
13. First-ever BMW X4 M Competition
14. All-new BMW X6
15. BMW Motorrad R 1250 GS Adventure
16. BMW Motorrad C 400 X
17. BMW Motorrad F 850 GS

Please refer to the addendum for the model descriptions.

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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.

The PML showroom is located at 303 Alexandra Road, Singapore (159941).

Showroom opening hours are Monday to Saturday, 8am – 7pm, Sunday and Public Holidays, 10am – 6pm. For more enquiries, please call (+65) 6319 0100.

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, 32nd ASEAN Summit and Singapore International Film Festival 2018.

About Performance Munich Autos

Performance Munich Autos is the world's first dedicated BMW M dealership in Singapore that holds the retail rights to a full range of BMW M and BMW M Performance Automobiles.

Performance Munich Autos Showroom is located at 315 Alexandra Road Singapore 159944.

Showroom opening hours are Monday to Saturday, 8am - 7pm, Sunday and Public Holidays, 10am – 6pm.

For more information or enquiries, visit www.bmw-pma.com.sg or call (+65) 6333 3933.

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