

**Media Information**

18 June 2020

# **BMW Convenience 360 – A safe way to enjoy Sheer Driving Pleasure.**

**There for you every step of the way.**

**Singapore.** BMW Asia and Performance Motors Limited are proud to introduce BMW Convenience 360, a safe retail experience for customers every step of the way.



“As Singapore heads into Phase Two, we’re excited for both the Performance Motors Limited (PML) and Performance Munich Autos (PMA) showrooms to resume operations on Friday, 19 June,” said Mr Arnt Bayer, Managing Director of PML and PMA. “While we are prepared to safely welcome customers to our showrooms, we’re also ready to take care of our customers who still prefer to stay home during this period.”

Thanks to BMW Convenience 360, customers are four easy steps away from purchasing the BMW of their choice.

The journey begins at the [BMW Digital Showroom](#) where customers can find information about the car they’re looking for. If they have any questions, they can easily reach a [BMW Sales Consultant](#) or a BMW Genius through a live chat.

Next is the most exciting part – getting behind the wheel. With the [BMW Doorstep Test Drive programme](#), the car will be delivered directly to the customer’s residence or venue of choice. Once the customer is ready to take the next step, he/she will be required to place a refundable deposit to lock in the deal for the BMW model, and they are on their way to owning their dream car.

Mr Bayer concluded, “The health and safety of our customers is paramount. Whether customers are ready to visit us in our showrooms or prefer to stay home, we’re here for them at every step of the way.”

Comprehensive safety measures have been implemented at all customer touchpoints. These include:

- SafeEntry check-ins and check-outs
- Temperature screening
- Contact tracing
- Disinfection and sanitisation processes
- Safe distancing measures for all staff and customers.

### **BMW Digital Showroom and JoyFest 2020**

The [BMW Digital Showroom](#) is available for convenient access to all things BMW. Customers can virtually view available models, browse the latest promotions and financing options, and even order a gift for a BMW fan through the PML e-Shop.

In addition, PML is also running exclusive promotions on the Digital Showroom through BMW JoyFest 2020. Customers can enjoy \$0 payment for the first 12 months or opt for the BMW flexi lease with 0% down payment. In order to secure the online-exclusive deals, customers may make a \$500 refundable deposit via cashless payment. In addition, Access by BMW – a subscription service for customers who need a car for shorter periods – is offered at special rates.

### **BMW Sales Consultants.**

For added safety and convenience, customers can consult the BMW Sales Consultants and/or BMW Genius via a Live Chat widget on the site, call PML at 1800 2255 269, or even submit a query through Facebook Messenger.

### **BMW Doorstep Test Drive.**

BMW is also pleased to introduce BMW Doorstep Test Drive, a programme that allows customers to experience a BMW without needing to make travel arrangements from their home or office. The programme promises the utmost convenience with the best safety measures in place:

- The test unit will be sanitised before it is delivered and after the test drive is complete.

- The customer will also be offered a mask and hand sanitiser.
- To adhere to safe distancing measures as much as possible, the Sales Consultant will guide the customer to pair his or her phone with the car's infotainment system via Bluetooth, and stay connected with the customer during the test drive.

Interested parties can contact PML or PMA via the channels listed above to reserve a test drive slot. Bookings are now open, and test drives will commence from Friday 19 June 2020.

### **BMW Servicing.**

Performance Motors has resumed full aftersales operations and BMW owners are now able to make servicing appointments. As the service centres are operating on an appointment-only basis, customers can book an appointment for all servicing and repair requests via [PerformanceCare.sg](https://www.performancecare.sg).

In order to minimise person-to-person contact, customers can self-register at a dedicated kiosk upon arrival at the service centres. Alternatively, a collection and delivery service is available for a nominal fee.

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For media enquiries, please contact:

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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 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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)

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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 Holiday, 10am – 6pm. For more enquiries, please call 1 800 2255 269.

PML has achieved various accolades in the area of sales achievement and service excellence in its 40-year history in the luxury segment.

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.

2019 – Celebrating its 40th year of distributing BMW Cars and Motorcycles in Singapore, PML achieves yet another outstanding milestone, winning the honour to be appointed the preferred limousine provider for International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019, Singapore Convention Week 2019 and Singapore International Energy Week (SIEW) 2019. In an exclusive industry first, PML partners Lazada to launch the new BMW 1 series. And for the first time, BMWfestSG was immersed in the heart of Orchard Road area, where a myriad of activities delivered sheer driving pleasure to visitors.