

Media Information

24 June 2020

BMW JoyFest 2020 brings joy to the Lion City. A virtual community event for all ages.

Singapore. BMW Asia and Performance Motors Limited are excited to host BMW JoyFest 2020 – a series of digital workshops and activities for customers, car enthusiasts, and families.



“While we’re extremely excited to welcome customers to our showrooms now, we know a number of people prefer not to be out and about just yet,” said Mr Arnt Bayer, Managing Director, Performance Motors Limited. “This year, we’re bringing BMW JoyFest 2020 online for all customers and fans to enjoy in the comfort and safety of their homes. They can also enjoy exclusive promotions on the BMW Digital Showroom during this time.”

All workshops are free of charge and open for all to enjoy.

BMW DIGITAL WORKSHOPS

BMW CLASSROOMS

Learn all you need to know about Sheer Driving Pleasure in under three minutes. Find the right on-road companion through a series of presentations on five popular models: BMW 1 Series, BMW X1, BMW 2 Series Gran Coupe, BMW X2, and BMW 7 Series. Learn about the unique features of each car, and see how you can take your joy of driving to the next level.



Dates: The first session was launched on 22 June. Stay tuned for more videos to come!

URL: <https://bethefirst.bmw.com.sg/digitalshowroom/bmw-classrooms/>

Maximum capacity: NA

BMW HACKATHON

Coming to you live via Facebook every Saturday this June, the BMW Product Managers will be showcasing a variety of tips and tricks on how to get the most out of your BMW. The list of topics will be updated every week on the BMW Digital Showroom – visit the site to vote for your favourite, and you could have your queries answered in the next BMW Hackathon!



Dates: 13, 20 & 27 June 2020

URL: <https://bethefirst.bmw.com.sg/digitalshowroom/hackathon/> and <https://www.facebook.com/BMWPerformanceMotorsSG/>

Maximum capacity: NA

VIRTUAL WORKSHOPS

TERRARIUM MAKING BY THE GREEN CAPSULE

Learn how to make a terrarium with [The Green Capsule](#) – and see what happens when you combine your green fingers with your crafty side to create your very own story jars. In one hour, you can learn all about succulents and create a unique gift for yourself or a loved one.

Date: Sunday, 28 June 2020

Time: 4pm to 5pm

Registration link: <https://www.pml.com.sg/BMWVirtualWorkshop-TerrariumMaking/>

Maximum capacity: 90 (based on first-come-first-served basis)

Note: Participants are welcome to purchase Open Succulent Terrarium DIY Kits prior to the session.

BMW GOLF WORKSHOPS (18, 20, 27 JUNE)

Learn from [Daren Lim](#), a passionate golf coach, who currently teaches out of Tanah Merah Country Club. An accomplished player during his amateur days, Daren has won multiple club championships,

regional tournaments, and even a national championship to his name. He has subsequently parlayed this expertise into helping students of all ages and abilities to achieve their golfing goals. Participants also stand a chance to win an extended weekend test drive in their preferred BMW*.

Date: 18, 20 & 27 June

Time: 8:30pm to 9:15pm (18 & 27 June), 5:00pm to 5:45pm (20 June)

Registration link: <https://www.pml.com.sg/BMWVirtualWorkshop-Golf/>

Maximum capacity: 60 (based on first-come-first-served basis)

*Terms and conditions apply.

SOCIAL MEDIA CONTESTS

BMW SHARING JOY (NOW TILL 28 JUNE)

Now is the time to embrace the feel-good vibes around us. Be it acts of kindness towards the needy, family and friends, or even strangers, share acts of kindness that you've observed during, or following, the Circuit Breaker period. Three lucky winners will walk away with \$100 worth of dining vouchers! Here's how you can participate:



- Post a photo or video of a good deed on your public Instagram profile and include #BMWSharingJoy.
- Tag three friends and get them to share their own good deeds with the hashtag #BMWSharingJoy. Remind them to make their posts publicly visible.

Let's start sharing more joy in anticipation of the good times ahead.

BMW BAKING JOY (NOW TILL 28 JUNE)

Try your hand at baking BMW cookies for Father's Day and stand a chance to be one of three lucky bakers to win \$100 worth of dining vouchers! Here's how you can participate:

- Download the BMW cookie recipe on BMW Digital Showroom under "BMW Baking Joy", and follow the cookie template provided.
- Show us your home-baked creations by posting your entry on your public Instagram profile with the hashtag #BMW Baking Joy.



For more information on all of the activities above, please visit the [BMW Digital Showroom](#).

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

Performance Motors Limited

Public Relations

Belinda Bay

belinda.bay@simedarby.com.sg

Public Relations Executive

Timothy See

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 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

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.

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, 32nd 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.