

Media Information

21 July 2020

BMW launches ‘Spot & Win’ competition in support of ‘Mask For The Nation’.

A nationwide initiative by Mediacorp for a stronger Singapore.

Singapore. BMW Asia and Performance Motors Limited (PML) are excited to launch a ‘Spot & Win’ competition in support of Mediacorp’s ‘Mask For The Nation’ initiative.

Launched on 22 June 2020, ‘Mask For The Nation’ encouraged fellow Singaporeans and Permanent Residents to submit mask designs that show what “Singapore Together” means to them. 3,055 entries were received within the 14 day submission period, and of these, 55 amazing designs were shortlisted.

The top three face mask designs will be produced for sale together with a specially commissioned design by an artist from the community of persons with disabilities. This is part of [SG Enable’s i’mable](#) initiative – which aims to celebrate and shine a spotlight on the abilities of persons with special needs. 30,000 masks of the four designs will be available for purchase by the public on www.lazada.sg/shop/mediacorp-mask-for-the-nation at \$10 each*.

In addition to these four designs, "Circles of Singapore Life" was selected as a “BMW Favourite”. Designed by Ee-Ling Wong, the random intersecting circles depict the closely knit society of Singapore and how Singaporeans lives are connected through where we live, work and play.

“We chose ‘Circles of Singapore Life’ as our favourite design as we strongly believe in the power of connections. Whether you’re connecting with customers, friends and family, or leveraging your car to seamlessly connect your personal and work lives, these connections are important now more than ever,” said Christopher Wehner, Managing Director, BMW Group Asia.

“Furthermore, it’s an absolute honor to collaborate with Mediacorp in support of ‘Mask For The Nation’ as Singapore celebrates its 55th Anniversary. ‘Singapore Together’ deeply resonates with BMW Group Asia as we proudly celebrate our 35th Anniversary since opening our doors in the Lion City. We have grown up with Singapore and look forward to building a stronger nation together in the coming years.”

Spot & Win Competition.

Stickers of all five mask designs will be placed on select cars that will be showcased in the PML Showroom (303 Alexandra Rd). To participate in the competition, contestants simply need to:

1. Spot one of five cars stickered with the mask designs at the PML Showroom OR find the “Mask For The Nation” logo next to select models on the BMW Digital Showroom (<https://bethefirst.bmw.com.sg/digitalshowroom/>) from 27 July to 16 August.
2. Take a photo of the wrapped car, or screenshot the logo and the car it’s featured with from the BMW Digital Showroom, and send a WhatsApp to 9006 6878 with the picture and which BMW model it is.
3. 55 winners will walk away with an exclusive set of five designed masks – the top three face mask designs, the specially commissioned design by SG Enable, and the BMW favourite design – plus SGD 100 grocery vouchers.

550 mask gift sets, which includes all five mask designs, will be available for sale at \$45 each* on Lazada as well. Proceeds from the sales of both the regular masks and the BMW gift set will go to the Mediacorp Enable Fund, a community fund supporting persons with disabilities and administered by SG Enable.

For more information on the competition, please visit mediacorp.sg/maskforthenation.

*Price excludes prevailing taxes and fees by Lazada.

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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.

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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, 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.