

Media Information

25 October 2021

BMW appointed the Official Car Sponsor of Singapore International Energy Week. 2021 marks the fifth year of exclusive collaboration.

Singapore. BMW has been appointed the official car sponsor of Singapore International Energy Week (SIEW) from 25 to 29 October 2021 at Marina Bay Sands. Organised by the Energy Market Authority (EMA), SIEW is an annual platform for energy professionals, policymakers and commentators to share best practices and solutions within the global energy space. BMW through Performance Motors Limited (PML), will sponsor 45 units¹ of the latest BMW models to chauffeur VIPs and delegates around Singapore.

“Sustainability has long been an established part of the corporate culture at the BMW Group. Therefore, it is an honour for BMW to continue our long-standing collaboration with SIEW as its official car sponsor for the fifth year in the row,” said Lars Nielsen, Managing Director, BMW Group Asia. “Our ongoing support for SIEW enables BMW to do its part to help further the spirit of innovation, strengthen energy resilience and forge a greener future for us all.”

“PHEVs, which are a good portion of this year’s fleet, have been a mainstay in our lineup for the past seven years in Singapore. However, we are proud to provide a select number of distinguished guests with the opportunity to experience pure electromobility in our first fully electric BMW X model – the BMW iX3. Riding in this vehicle is truly a unique experience and I promise everyone will love it!” said Arnt Bayer, Managing Director, Performance Motors Limited.

SIEW aims to facilitate the exchange of ideas and discussions on pertinent energy-related issues, while simultaneously meeting the strategic objectives of Singapore’s commitment to becoming a global leader among energy companies converging on the event.

In the months leading up to SIEW, senior executives from various industries and agencies came forward to share their insights on energy transition. Dr Thomas Becker, Vice President Sustainability

¹ BMW 318i, BMW 520i, BMW 530e, BMW 730Li, BMW X3 xDrive30e, BMW X5 xDrive45e, BMW i3s, BMW iX3

and Mobility Strategy, BMW Group, provided his thoughts on the latest developments in low carbon transport and how the company is working towards its goal of reducing 200 million tonnes of CO2 emissions by 2030. For more information on how hydrogen fuel cells and other technology advances will reshape the future of mobility, please watch Dr Becker's interview with SIEW at <https://bit.ly/DrBeckerSIEW>.

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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 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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About Performance Motors Limited (PML)

Performance Motors Limited (PML) is a unit under Sime Darby Motors, a division of Sime Darby Berhad, 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 areas 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. The company 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, creating an engaging retail environment with the use of innovative digital tools. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for events such as the Singapore Airshow 2016, SMBC Singapore Open 2016, and Louis Vuitton High Jewellery Event 2016, just to name a few.

2017 - PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific', and was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' as well as the 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new plug-in hybrid electric vehicles (PHEVs) and an updated electric vehicle (EV) under the BMW i brand saw PML cementing its position as the industry leader for electromobility in Singapore. BMW was appointed the official car brand for numerous high-profile events including the 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 the 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 took to the heart of Orchard Road for BMWFestSG with a myriad of activities to engage the masses and deliver sheer driving pleasure. BMW once again had the honour of being appointed as the preferred limousine provider for events such as the International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019, Singapore Convention Week 2019, and Singapore International Energy Week (SIEW) 2019.

2020 – BMW was the second best-selling car brand and leading premium automotive brand in Singapore, capturing 9.8% of the market share. November and December marked record-breaking months for car sales in PML's entire 41 year history. 2020 also saw the launch of 13 models including the first-ever BMW 2 Series Gran Coupe, new BMW X3 xDrive30e, and first-ever BMW M8 Competition, alongside eight virtual launches and events such as the eJoyFest and BMWFestSG. PML also launched the BMW Digital Showroom, BMW Convenience 360, and the BMW Performance Motors SG Mobile App to create a seamless customer journey between the virtual and physical landscapes.