

Media Information

3 December 2021

BMW Group Asia electrifies Singapore this December with the first-ever BMW iX and new BMW iX3.
Customers to experience new EVs first-hand at Christmas Wonderland and EV Weekend.



Christmas Wonderland at Gardens by the Bay.



EV Weekend at Resorts World Sentosa.

Singapore. BMW Group Asia brings 2021 to a close with the launch of the first-ever BMW iX and new BMW iX3 at two of the most anticipated events in the Lion City this December. Both vehicles will be on display at **Christmas Wonderland** at Gardens by the Bay from 3 December 2021 to 2 January 2022 and the first **EV Weekend** at Resorts World Sentosa from 3 to 12 December 2021.

“The festive period is a perfect time for celebration and reconnecting with family and friends,” said Lars Nielsen, Managing Director, BMW Group Asia. “We are excited to spread joy to all our customers and fans by introducing two fully-electric Sports Activity Vehicles that embody everything BMW stands for – driving pleasure, innovative luxury, digital connectivity and last but not the least, sustainable mobility. We encourage everyone to electrify their holiday season by testing out these amazing vehicles.”

BMW Joy Electrified @ Christmas Wonderland.

The public is invited to join in the festivities with BMW at Singapore’s largest annual yuletide fair. From augmented reality experiences to a virtual photo booth, people of all ages can explore the

BMW iX and BMW iX3 and bring home personalised selfies as souvenirs. Guests are also invited to enter the BMW Eco-hut where they can pen their wishes or resolutions for an eco-friendlier world on BMW's very own Christmas wishing tree.

Guests who fancy their luck can enter a social media contest simply by posting their pictures on Facebook or Instagram with the hashtag #BMWJoyElectrified. 10 lucky participants will be selected to win an exclusive BMW i gift worth over \$200.

BMW and MINI at EV Weekend.

This inaugural event, presented by UCARS, will feature the largest showcase of EVs in Singapore both physically and virtually from Friday, 3 December. On Thursday, 9 December, guests will be treated to exclusive brand presentations and panel discussions on industry topics and EV ownership experiences. From 10 to 12 December, they will also have an opportunity to test drive both BMW and MINI electrified vehicles¹, including the BMW iX, BMW iX3, and MINI Electric. Guests who prefer to find out more about these three vehicles from the comfort of their homes can visit the EV Weekend Virtual Showroom at <https://ewweekend.sg/>.

Partnership with Shell.

BMW Group Asia is partnering with Shell to offer BMW and MINI EV customers either a comprehensive home or public charging package. For home charging, customers will receive a BMW Wallbox Plus with complimentary installation service. For public charging, customers will receive a subscription package of 10,000 kWh for 3 years at Shell Recharge stations, with no monthly cap for charging, which is equivalent to 50,000 km of driving range (assuming average energy consumption at 20kWh/100km).

The month of December is set to be an exciting end to the year with new cars, experiences and impressions. For those who wish to be out and about, come on down to Gardens by the Bay, Resorts World Sentosa, the Performance Motors Limited (BMW) showroom, or Eurokars Habitat (MINI) to experience how BMW Group Asia is electrifying Singapore.

-End-

For media enquiries, please contact:

¹ BMW iX, BMW iX3, BMW 330e, BMW 530e, BMW X5 xDrive45e, BMW 745Le xDrive, MINI Electric

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>

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.

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/bmw-group/>

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 new BMW 2 Series Gran Coupe, new BMW X3 xDrive30e, and new 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.

About Eurokars Habitat Pte Ltd

In 2006, the first ever MINI Habitat, developed by Eurokars Group, was officially opened to the public. Voted as the best MINI Showroom in 2009 at the International MINI Dealer Conference held in London, MINI Habitat encompasses the vibrant colours, quirky designs and trademarks of the MINI brand. Currently, MINI Habitat houses the MINI Electric, MINI 3-Door, MINI 5-Door, MINI Convertible, MINI Clubman, MINI Countryman, as well as the full range of MINI John Cooper Works.

For more information: www.eurokarsgroup.com.

MINI Habitat is located at 27 Leng Kee Road.

Operation hours:

Mon – Sat 8.30AM – 7.00PM.

Sun and public holidays 10.00AM – 6.00PM.