

Media Information

15 February 2022

BMW returns as Official Car for Singapore Airshow 2022.

Fleet of 160 BMW 3 Series, BMW 5 Series, BMW 7 Series and BMW X5 to shuttle VIP attendees.



Singapore. BMW Asia and Performance Motors Limited are proud to announce our partnership with Singapore Airshow 2022, Asia's largest aerospace and defence event. This year, a fleet of 160 units of BMW 3 Series, BMW 5 Series, BMW 7 Series and BMW X5 have been deployed to shuttle VIP attendees for the duration of the event, from 15 – 18 February 2022.

“We are excited to continue our support of the Singapore Airshow in 2022. It is a powerful platform for leading industry players and delegates from all around the world to have face-to-face

dialogues on the latest developments and issues concerning the aviation community,” said Mr. Lars Nielsen, Managing Director, BMW Group Asia.

“It is also encouraging to see that sustainability is a key focus for the event, through the Sustainable Aviation Forum that is scheduled for 16 and 17 February. This topic is close to our hearts, and it is this shared passion that drives BMW and the Singapore Airshow to continue breaking new ground for the good of the environment.”

“2022 marks the eighth year BMW is the official car for the Singapore Airshow and we are honoured to provide VIPs with our premium chauffeur services,” said Mr. Arnt Bayer, Managing Director of Performance Motors Ltd. “Our fleet consists of the latest vehicles that BMW has to offer, and we are confident that all our guests will appreciate the quality of the interior and comfort of the ride whenever they are on the road.”

“Singapore Airshow has been an iconic event in Asia Pacific since 2008 and we make no concession in bringing the highest standards of hospitality to the gathering of aviation’s best. BMW’s stellar quality and repute in automobile engineering will unquestionably elevate our guests’ experience this year. Thank you to BMW for being our returning car partner,” said Mr. Leck Chet Lam, Managing Director of Experia, organiser of Singapore Airshow 2022.

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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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 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 BMW Fest SG 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.

2021 – For a second year running, BMW was the second best-selling car brand and leading premium automotive brand in Singapore, capturing 11.3% of market share with its best first half-year performance in PML's history recording 2,993 cars delivered and 736 cars registered in June 2021 alone. PML launched its first-ever Phygital (Physical and Digital) event; BMW World SG 2021 in January 2021 engaging our customers with in-showroom and online deals. Other events such as BMW JoyFest 2021 were also a resounding success generating 3,689 leads, 1300 test drives and a conversion ratio of 19.7% (leads to sales) with a mix of online activations such as online flash sales and secret deals and offsite activations such as goodie bag redemptions for test drives. 11 new models were launched in 2021 including two electric models; the BMW iX3 – an electric variant to the ever-popular BMW X3 and BMW Group's brand new technology flagship, the BMW iX alongside other models such as the BMW 4 Series Convertible, BMW 4 Series Gran Coupe, and BMW M3 and M4 Competition.