

**Media Information**

20 May 2022

## **BMW Group Asia Appoints Eurokars Auto Pte. Ltd. as Second Official BMW Dealer in Singapore.**

Expansion of dealer network to support growing base of customers.



SINGAPORE - BMW Group Asia is excited to announce the appointment of Eurokars Auto Pte. Ltd. ("Eurokars Auto") as the second official Dealer of BMW vehicles in Singapore. Starting 1 October 2022, Eurokars Auto will open its doors to customers in Singapore, offering the full range of vehicles, from the fully electric BMW i models to the high-performance BMW M models.

"The last two years have proven that the demand for luxury segment vehicles and new automotive technologies is increasing in Singapore," said Mr. Lars Nielsen, Managing Director, BMW Group Asia. "In order to manage this growth, and the increasing needs of our flourishing customer base, we decided to expand our dealer network in the market.

Moving forward, we will have two strong partners in Singapore, both who bring passion for the brand and knowledge of the premium segment to the table. We are extremely excited to work

closely with both Eurokars Auto and Performance Motors Limited as we look to start a new chapter in the BMW story in Singapore."

Commenting on the occasion, Mr. Karsono Kwee, Executive Chairman of Eurokars Group, said, "This is an exciting milestone for Eurokars Group as we expand our long-standing partnership with the BMW Group in the region. Our story with the BMW Group started in 2003 with Rolls-Royce Motor Cars in Singapore and Indonesia. One year later, we began our partnership with BMW and BMW M in Indonesia and in 2006, partnered again to launch MINI in Singapore. We aim to leverage our knowledge of the BMW brand, and our extensive experience and expertise in the automobile industry, including the premium and luxury car segment, to ensure Eurokars Auto brings the latest that BMW has to offer to customers in Singapore."

"Performance Motors' journey with BMW in Singapore began more than 40 years ago. Through this partnership, we have grown the BMW business to where it is today, the leading premium car brand in Singapore, with strong sales and aftersales operations, innovative marketing, and superior customer experience. At Performance Motors, enhancing the customer experience is our focus and we will continue to give our customers the best experience every time, strengthening the BMW brand in Singapore," said Mr. Pang Cheong Yan, Managing Director, Sime Darby Motors (Singapore, Thailand & Southeast Asia Development).

BMW is committed to offering customers in Singapore high-quality Customer Service throughout their entire ownership journey. By expanding its dealership footprint in Singapore, BMW is improving its ability to cater to the needs of our customers from the moment they walk into a dealership through to their aftersales experience.

The Eurokars Auto BMW Dealership will be located at 11 Leng Kee Road. A full-fledged Service Centre will also be available for new and existing customers. Expansion plans, which will incorporate the BMW brand Retail.Next design concept, are slated to launch next year at the Eurokars Group's future headquarters located at 11 Kung Chong Road.

Performance Motors Limited flagship showroom and full-fledged Service Centre is located at 303 Alexandra Road, with another two Service Centres at 315 Alexandra Road and 280 Kampong Arang Road.

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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 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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