

Media Information

19 August 2022

BMW i Pavilion charges Orchard Road. **Showcase of the latest BMW EVs in the heart of the Lion City.**

Singapore. BMW Asia welcomes car enthusiasts, families and friends to visit the first-ever BMW i Pavilion at ION Orchard (outdoor atrium) from 27 August – 18 September 2022, 10am – 10pm daily*.

Intimate and eye-catching, the BMW i Pavilion will provide the community with an opportunity to experience the latest BMW i vehicles, outside of the showroom, and learn first-hand why those looking to make the switch are turning to BMW as their electric individual mobility brand of choice.

"A key part of our sustainability strategy is to expand the range of EVs our customers can choose from, but it's important to highlight that BMW doesn't just sell EVs. We are selling a new sustainable lifestyle that will become a reality for many people in Singapore within the next 10 years," said Lars Nielsen, Managing Director of BMW Group Asia. "This is the perfect place for visitors to learn how life can be with an EV. Whether you have questions about charging, range or maintenance, you'll find it all at the BMW i Pavilion."

Mediacorp artistes and Green Advocates, Desmond Tan and Ya Hui, will also make special appearances at the BMW i Pavilion to provide their thoughts on EVs, how it was to be behind the wheel of the BMW iX, and what else they are doing for the environment!

The sessions will also be streamed live on the BMW Singapore Facebook page:

- Desmond Tan, Saturday, 27 August, 3pm – 4pm
- Ya Hui, Saturday, 3 September, 3pm – 4pm

Visitors will also be treated to the following fun-filled activities for all ages:

Charge Up Your Joy challenge.

Stand a chance to win exclusive BMW gifts by participating in the BMW i Pavilion quiz. Simply find four hidden QR codes, answer each question correctly and charge your joy meter.

Photo contest.

Get creative in front of the photo wall at the BMW i Pavilion and upload it on Facebook or Instagram with a caption that includes @BMWSingapore and #BMWIPavilionSG to win exciting prizes. Remember to set your social profile to public!

Those who wish to find out more about BMW's ongoing sustainability efforts, the technology behind the cars, EV ownership experience (driving range, charging solutions, etc.) and connectivity offerings (e.g., My BMW app), can simply approach the representatives from Performance Motors Limited or Eurokars Auto, the official dealerships of BMW vehicles in Singapore. They will be available on site to interact with visitors and answer questions.

For more information on BMW i Pavilion, please visit:

<https://www.bmw.com.sg/en/topics/fascination-bmw/ipavilion.html>

*The venue will be closed most evenings for private events from 6pm onwards.

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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 over 30 production sites worldwide; 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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