

Media Information

25 October 2022

BMW appointed the Official Car Sponsor of the 15th Singapore International Energy Week.

2022 marks seventh year of exclusive collaboration.

Singapore. For the seventh year, BMW has been appointed the official car sponsor of Singapore International Energy Week (SIEW), 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 40 units of the BMW 520i Sedan to chauffeur VIPs and delegates throughout the event, which will be held from 25 to 28 October 2022 at Marina Bay Sands.

"This year's theme, A Resilient and Sustainable Energy Future, mirrors our strategy at the BMW Group to do better for the environment in pursuit of a greener future. We are encouraged by the insights and perspectives this platform provides and believe we must come together, share best practices and have the drive to act now," said Lars Nielsen, Managing Director, BMW Group Asia.

"The BMW 5 Series is a car that needs no introduction. It sets the benchmark in its segment for high performance, innovative technologies and efficiency. As an iconic luxury sedan with a storied 50-year history, we are confident that it is a perfect match for distinguished guests who are looking forward to a relaxing, luxurious and comfortable ride as they travel around Singapore," said Arnt Bayer, Managing Director, Performance Motors Limited.

Organised by the Energy Market Authority (EMA), SIEW aims to facilitate the exchange of ideas and initiate 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. For more information on SIEW, visit www.siew.gov.sg.

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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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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.

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.