

**Media Information**

11 January 2023

## **BMW appointed Official Car Partner of ART SG. All-new BMW 7 Series showcased with Digital Art Mode.**

**Singapore.** BMW has been appointed the official car partner of ART SG, Southeast Asia's largest ever art fair and Asia Pacific's biggest art fair launch in a decade. BMW, through Eurokars Auto (EAPL), will sponsor 12 units of the BMW iX to chauffeur VIPs throughout the event that will be held from 12 to 15 January 2023 at Marina Bay Sands Expo and Convention Centre.

"For almost 50 years, the BMW Group has initiated and engaged in cultural collaborations worldwide, ranging from modern and contemporary art, jazz and classical music to architecture and design," said Mr. Lars Nielsen, Managing Director, BMW Group Asia. "As the Official Car Partner of ART SG, we are honoured to support its inaugural edition and excited to strengthen our commitment to creative cultural initiatives in Southeast Asia."

"The BMW iX is the BMW Group's newest technology flagship. Built purely for electric mobility, this model delivers a premium experience unparalleled in its segment. With its progressive design and an interior devoted to luxurious spaciousness, we are confident that it is the perfect companion for distinguished guests who are looking forward to a relaxing, comfortable and sustainable ride around Singapore," said Jason Lim, Managing Director, Eurokars Auto, an official authorised dealer for BMW in Singapore.

During the event, visitors can also experience the all-new BMW 7 Series featuring the novel Digital Art Mode. Digital Art Mode offers an additional option for drivers to personalise their driving experience according to their preferences and interests and enjoy culture in their mobile day-to-day lives.

Presenting over 150 leading galleries from around the world, ART SG offers a meeting point in Southeast Asia for collectors and buyers from the region and beyond to convene and engage with one of the world's most dynamic cultural landscapes. For more information on ART SG, please visit <https://artsg.com/>.

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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 Eurokars Auto**

Eurokars Auto Pte. Ltd. (EAPL) is a subsidiary of Eurokars Group, the largest private automobile group in Singapore with 38-years' experience specializing in the premium and luxury automobile segment. As of 1 October 2022, EAPL is an official authorised dealer for BMW vehicles, offering the full range from the fully electric BMW i models to the high-performance BMW M models.