

Media Information

12 January 2023

BMW drives home the 'Power of 3' at the Singapore Motorshow 2023.

Two partners, new models, and exciting offers for all BMW customers.

Singapore. BMW Asia is excited to return to Singapore Motorshow 2023, Singapore's largest annual motoring event, with three key highlights that are sure to make the brand stand out from the crowd. From 12-15 January 2023, visitors can experience the brand at the Suntec Singapore Convention Centre (BMW - Level 4, Booth 113).

"Our first highlight is that we are proud to be here with not one, but two authorised dealers by our side. The teams from Eurokars Auto Pte. Ltd. and Performance Motors Limited are working closely together with BMW Asia at the event to engage with our customers, build relationships, and introduce them to the best that BMW has to offer across our model range."

Mr. Nielsen added, "Our second highlight is the launch of the first-ever M3 Touring. Sought after around the globe, the BMW M3 Touring is set to take the combination of racing-oriented performance and everyday practicality to the extreme. We know our customers here have been eagerly looking forward to an estate, and I am confident they will love this! We are also excited to launch the new BMW 3 Series today, the quintessential compact sports sedan that epitomises everything that is BMW. It may not be the new kid on the block, but it is definitely a customer favourite."

The third and final highlight for the event is the number of exciting offers BMW is providing to customers. From exclusive lifestyle bundles to attractive BMW Financing options, there is something for everyone.

The new BMW 3 Series.



With its elegantly sporty design and agile handling, the BMW 3 Series has provided a reference point for driving pleasure in the premium mid-size segment from day one. It also represents the core of the BMW brand. Now, with a design refresh, an extensively modernised premium ambience, and clear

advances in the areas of digitalisation, control/operation and equipment, the new BMW 3 Series is writing another chapter in the model range's worldwide success story.

Targeted updates to the front and rear-end design shine an even brighter spotlight than ever on the sporting ability for which the BMW 3 Series is renowned. BMW Operating System 8 including the BMW Curved Display brings extra modernity to the interior, and the car comes as standard with an eight-speed Steptronic transmission with gearshift paddles on the steering wheel and a newly designed selector lever. The new edition of the sports sedan, which has enjoyed great success for over 45 years, is produced at BMW Group Plant San Luis Potosí in Mexico. The new BMW 3 Series is available as the BMW 318i Sedan and BMW M340i xDrive Sedan in Singapore.

The first-ever BMW M3 Touring.



The first-ever BMW M3 Touring is a car that combines authentic motor sport feeling with a very distinct character and broader spread of practical qualities. BMW M GmbH has added this new body variant to its line-up of high-performance models in the premium midsize class with a powertrain technology focused

wholly on delivering beguiling performance. It brings together the 510 hp version of the six-cylinder in-line engine with M TwinPower Turbo technology, eight-speed M Steptronic transmission with Drivelogic and M xDrive all-wheel-drive system.

The variable-use interior of the first-ever BMW M3 Touring gives it a distinctive character profile, providing fresh scope for experiencing M-typical performance in everyday use. The new BMW iDrive including the BMW Curved Display brings cutting-edge control/operation and connectivity tech to the cabin. The first-ever BMW M3 Touring is produced at BMW Group Plant Munich.

BMW M 50 Jahre Emblem Bundle.



For new and existing BMW and BMW M customers looking to add a further touch of personalisation to their vehicles, they can purchase an SG Motorshow exclusive BMW M 50 Jahre Emblem Bundle for S\$530¹ that includes the Front Bonnet Emblem, Rear

¹ Subject to labour charges and only compatible with selected BMW and BMW M models.

Bonnet Emblem and Wheel Hub Caps Set to celebrate the 50th anniversary of the BMW M brand.

BMW Lifestyle Bundle.



Visitors can also purchase exciting BMW lifestyle products onsite at a 10% discount, including an SG Motorshow exclusive BMW Lifestyle Bundle for S\$78 that comes with a BMW M Motorsport Sports Bag, BMW M Thermal Mug (450ml), and a BMW M Pullback, 1:41 scale model.

BMW Financial Services.

BMW Financing

Any customer purchasing a BMW at Singapore Motorshow 2023 will get to enjoy an exclusive interest rate from 2.45% flat p.a. with BMW Financing² and can redeem up to \$688 in shopping vouchers³.

BMW Motor Insurance

Any customer purchasing BMW Motor Insurance (underwritten by Liberty Insurance) at Singapore Motorshow 2023 can redeem up to S\$50 in shopping vouchers and an exclusive BMW foldable umbrella.

BMW Leasing

Any customer signing up for BMW Leasing at Singapore Motorshow 2023 can redeem up to S\$1,000 in petrol cards.

² Provided by DBS Bank Ltd.

³ Terms and conditions apply.

Model Showcase.

BMW Asia, Eurokars Auto Pte. Ltd., and Performance Motors Limited are showcasing the following models at Singapore Motorshow 2023:

1. BMW 116i
2. BMW 216i Active Tourer
3. BMW 216i Gran Coupé
4. BMW 220i Coupé
5. BMW 318i Sedan
6. BMW 520i Sedan
7. BMW 735i Sedan
8. BMW X1 sDrive16i
9. BMW X3 xDrive20i
10. BMW X5 xDrive40i
11. BMW X7 xDrive40i
12. BMW iX3
13. BMW iX xDrive40
14. BMW M135i xDrive
15. BMW M340i xDrive
16. BMW M3 Touring

BMW Advanced Car Eye 3.0 Pro.



Any model purchased at Singapore Motorshow 2023 will come complimentary with a BMW Advanced Car Eye 3.0 Pro Dashcam, including installation, 64GB SD card and 2 years warranty (valued at more than S\$1,300).

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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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