

**Media Information**

10 January 2024

## **BMW Group Asia drives and aces the future with network expansion in Singapore.**

**New pop-up store and showrooms across the island deliver innovative retail journeys to customers.**

**Singapore.** 2023 has been key for BMW Group Asia's growth as a leader in the automotive market in Singapore. BMW started the year with the introduction of the first-ever BMW M3 Touring and new BMW 3 Series at the Singapore Motorshow, and went on to diversify its portfolio with the first-ever BMW XM, new BMW 3 Series Touring, new BMW i4 eDrive35, all-new BMW M2, all-new BMW M3 CS, new BMW X5, new BMW X6, all-new BMW 5 Series and its first-ever BMW i5. MINI also saw the launch of the MINI Convertible Seaside Edition and MINI Clubman Final Edition. To close off 2023, BMW Group Asia's footprint within Singapore expanded even further with new showrooms, and a pop-up store.

"2023 was a thrilling year for BMW Group in Singapore," said Lars Nielsen, Managing Director, BMW Group Asia. "With the introduction of 11 new BMWs and two new MINIs, our EV portfolio has increased to offer seven vehicles. Thanks to this, we have achieved 60% growth year-on-year in electric vehicle sales, which accounted for over 23% of total BMW Asia sales. Our luxury class vehicle sales recorded a 22% increase from 2022, mainly driven by the success of the BMW 7 Series. In addition to our existing presence centrally, we extended our dealer network to the eastern and western regions of Singapore. While some see the end of the year as a chance to wind down and enjoy the fruits of the last 12 months, BMW Group Asia, along with our partners, see it as an opportunity to strive further for excellence."

"Thanks to our partners at Eurokars Auto and Performance Motors, new and existing customers can enjoy brand-new experiences when purchasing or servicing their BMW. Fans of MINI are also invited to MINI Pitstop by Eurokars Habitat, the first-ever MINI pop-up store in Singapore. Our success in 2023 was the result of the tireless work of all colleagues and partners, and I am proud of everything we have achieved together as a team!"

Nielsen added, "Our success in 2023 doesn't just lie in Singapore either – the regional office recorded its highest ever sales volume across our markets, with sales of BMW M cars doubling, and our electric vehicle growth nearly quadrupling. Being headquartered in Singapore has of course given us the opportunity to grow in such strength within the Asia Pacific region, with the fast-paced nation acting as a lighthouse steering our markets to shore."

#### **BMW Eurokars Experience Centre.**

One year on from the appointment of Eurokars Auto as the second official dealer of BMW vehicles in Singapore, the BMW Eurokars Experience Centre, spanning nearly 796m<sup>2</sup> and houses the country's first Retail.Next showroom, was unveiled at the brand new Eurokars Centre focusing on M and Luxury vehicles. Located at 11 Kung Chong Road, the building serves as a flagship facility for Eurokars Group.

Retail.Next has been designed to provide a completely new and holistic experience for customers in every interaction that they have with the dealership. A stylish and consistent interior design, paired with green elements within the space, provide a harmonious journey for the customer and underline the brand's sustainability and electrification credentials.

Eurokars Group is also expanding its presence into the western region of Singapore, with the BMW Eurokars Auto Service Centre to commence operations end February 2024. It will be housed at the Eurokars Aftersales Centre in 27A Tanjong Penjuru, bringing greater convenience to customers living in the area. 29 Leng Kee will be turned into a flagship BMW Eurokars Auto showroom, also encompassing the Retail.Next concept.

#### **BMW Premium Selection.**

Sime Darby Motors expands its reach to East Singapore with its certified pre-owned BMW dealership, BMW Premium Selection (BPS), located on the first floor of Sime Darby Motors' new flagship building at 1 Ubi Road 4, offering the most comprehensive range of Certified pre-owned BMWs and pre-owned BMWs. BMW Motorrad is situated on the same level, with up to 18 motorcycles on display, a heritage showcase, service receptions, and accessories counter.

#### **Performance Motors Service Centre.**

A new Performance Motors Service Centre is implemented at 1 Ubi Road 4, providing BMW owners with the option of servicing their car closer to home. A contactless key drop-off service and bento boxes are available for those on-the-go, with complimentary shuttle buses servicing MacPherson and Ubi MRT stations for greater convenience.

The current Performance Motors Limited showroom at 303 Alexandra Road will undergo a refurbishing in 2024 to incorporate the Retail.Next concept as well.

### **MINI Pitstop.**

Eurokars Habitat ended 2023 on the precipice of an exciting 2024 for MINI. Fans and enthusiasts are invited to visit MINI Pitstop, a pop-up store by Eurokars Habitat, located at the new One Holland Village shopping mall. Open from 11am to 9pm daily, everyone is welcome to browse from the MINI models on display and explore the MINI Lifestyle Collection, ranging from apparel to accessories. Test drives are also available.

Designed to reflect the BMW Group's Retail.Next Concept, MINI Pitstop is an open-concept space, which facilitates a seamless customer journey through the MINI models, to the MINI Lifestyle Collection display, and the lounge area. In addition, curated furniture and the use of different textures and materials reflect the individuality and versatility of MINI. Everyone can look forward to exciting activations at MINI Pitstop in the coming months.

MINI Pitstop by Eurokars Habitat is located at #01-08 One Holland Village, 7 Holland Village Way, Singapore 275748.

### **Driving the future.**

BMW Group Asia is poised to continue its growth in 2024 starting with the Singapore Motorshow, where the first-ever BMW iX1 and all-new BMW X2 will be launched. The MINI Concept Aceman will also be making its Southeast Asian debut, teasing the arrival of the latest MINI generation.

This year, customers will have greater convenience and flexibility when it comes to shopping or servicing their BMW or MINI with the planned opening of the following brand new retail / service concepts:

- Eurokars Auto Service Centre at 27A Tanjong Penjuru.

- Eurokars Auto BMW Showroom at 29 Leng Kee Road.
- Performance Motors BMW Showroom at 303 Alexandra Road.
- Eurokar Habitat MINI Showroom at 27 Leng Kee 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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