

Media Information

22 July 2025



Think you know roadside assistance? BMW just took it up a notch in Singapore.

EV or ICE, expect expert care delivered with BMW precision, comfort, and a personal touch. Relax. We care.

Singapore. BMW just took roadside assistance (RSA) up a notch with the introduction of two new BMW Servicemobiles to help their customers when the unexpected happens on Singapore roads. The BMW Servicemobiles are transformed new BMW X1 vehicles and replace the previous generation BMW X1 vehicles that were used for RSA since 2021.

"You need to consider more than the price, performance and technological advances when you purchase a new vehicle," said Lars Nielsen, Managing Director, BMW Group Asia. "You also need to consider life after you're handed the keys. You need to have the peace of mind knowing that if anything happens while you're on the road, you'll be taken care of. This is what we're providing our customers in Singapore."



"With our new fleet of BMW X1 Roadside Assistance Servicemobiles, our customers have 24/7 access to an RSA Breakdown Hotline, onsite diagnosis, towing coverage from anywhere in Singapore, the Peninsular Malaysia and 80km into Thailand, Real Time Tracking of towing, mobile charging for EVs and much more," said Ramesh Divyanathan, Director of Customer Support, BMW Group Asia. "In worst case scenarios, all BMW and MINI vehicles are fitted with Intelligent Emergency Call, which automatically sends information regarding the vehicle to the call center within seconds of a major accident. The SIM card installed in the car is fixed and crash-proof, so Intelligent Emergency Call is always on standby if you need it."

"Beyond the technical support, we also want our customers to relax and know we care. This comes out even more in the personal touches we provide with our services, such as umbrellas if it's raining, water for temporary relief from the heat, or even cookies during festive seasons. It's the little touches that can leave a lasting impression on a customer in need," added Divyanathan.



Full Roadside Assistance Services include:

- 24/7 access to a dedicated BMW Call Centre.
- Onsite repair in Singapore, including jumpstart, battery replacement, fuel delivery.
- 24/7 Tyre Rescue to ensure customers are mobile as soon as possible.
- 24/7 onsite EV Charging rescue service to ensure customer are mobile again.
- Access to RSA technicians from 7am to 11pm for battery cases.

- SMS confirmation with the details of the service and GPS tracking of towing service.
- Grab voucher to the next destination for all towing cases.
- Towing coverage for all of Singapore, Peninsular Malaysia and 80km into Thailand.
- Vehicle repatriation back to Singapore for disabled vehicles in Malaysia. This includes additional benefits such as transportation back to Singapore, or the next destination, via taxi, coach, train, ferry, or flight (up to 2 pax, economy class) and hotel accommodation (up to 3 nights, twin-sharing, 5 stars) claimable up to SGD\$500 for breakdowns more than 100km from Singapore and repairs estimated to take more than 3 days.
- (Seasonal) Bottled water, cookies, refreshments.
- (Seasonal) BMW merchandises.

-End-

For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup/>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>