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For immediate release

## **BMW Philippines – Re-structuring of Business.**

**Manila** - As part of the ongoing efforts of the BMW Group to grow and improve efficiencies, the BMW wholesale organization in the Philippines will be re-structured. As of 1 January 2009, it is intended that Asian Carmakers Corporation (ACC) will be responsible not only for the import of BMW automobiles but also for the further development of the BMW automobile business in the Philippines, supported by the BMW Group regional office for Asia in Singapore (BMW Asia Pte Ltd).

Explaining the move, Roland Krueger, Managing Director of BMW Asia, who oversees the BMW business in the Philippines, said: “The re-structuring is a logical step in view of the objective to increase business efficiency worldwide. Nevertheless, our top priority is to ensure the best sales and service standards to our customers in the Philippines and this priority will remain unchanged.”

One such example of the further commitment is the creation of an Automotive Technical Institute in the Philippines, which will be managed and operated by ACC, supported by BMW Asia, to provide technical support and guidance. The Automotive Technical Institute seeks to ensure that the technical knowledge of automotive service technicians keeps up with the high technology in BMW vehicles. Employees and customers alike will benefit from this.

“The ultimate aim is that the graduates of the institute will be qualified comprehensively in order to be employed by BMW dealerships in the country as well as around the Asia-Pacific region”, said Jose Alvarez, chairman of ACC.

The organizational transition will be seamless for BMW customers in the Philippines as they will continue to be served by existing BMW dealers, who will remain responsible for retail sales of BMW products as well as the after-sales service. BMW Philippines will remain fully operational in the meantime, until ACC moves into the current premises of BMW Philippines, which is expected to take place on 1 January 2009.

# **BMW Group**

## **Corporate Communications**

BMW Philippines, a 70:30 joint-venture between BMW Group and ACC, was established in 2001 to support the BMW importer at the time and to strengthen the position of BMW in the country. The company has proved to be very successful and has established BMW as the leading premium automobile brand in the Philippines.

If you have any queries, please contact:

### **BMW Asia Pte Ltd**

Ramesh Divyanathan, Marketing Director

Tel: (+65) 6838 9681; Fax: (+65) 6838 9611; Mobile: (+65) 8383-6169

Email: ramesh.divyanathan@bmw.com

### **Corporate and Intergovernmental Affairs**

Birgit Hiller, spokesperson business

Phone (+49) 89 382 39169; Fax (+49) 89 382 2448

Email: Birgit.Hiller@bmw.de