

Press Release

05 July 2018

**BMW Group India sets another record with best ever half-yearly sales.****Double-digit sales growth with 5171 cars delivered to customers.****New and innovative product segments trigger growth.****MINI continues to lead the small-premium car segment clocking a remarkable growth of 30%.****BMW Motorrad achieves sales of 208 motorcycles.**

**Delhi NCR.** BMW Group India remains on a successful course in calendar year 2018 with all three brands – BMW, MINI and Motorrad.

BMW Group India delivered 5171 cars (BMW + MINI) from January to June 2018, registering a growth of 13% as compared to 2017.

BMW India sold 4890 cars, clocking a notable growth of 12% as compared to 2017. MINI continues to lead the small-premium car segment in India with 281 cars sold, clocking a remarkable growth of 30% as compared to 2017.

BMW Motorrad has already sold 208 motorcycles within the first half of the year.

Period	BMW Group India (Cars)	BMW	MINI	BMW Motorrad (Motorcycles)
2018 (Jan – June)	5171 (+13%)	4890 (+12%)	281 (+30%)	208

Mr. Vikram Pawah, President – BMW Group India, said, “Our strategy of focusing on introducing new and innovative product segments in the Indian luxury car market has started showing results. The BMW 6 Series Gran Turismo and the BMW X3 have already exceeded our expectations and we see remarkable sales contributions coming from both in the future. Also, introduction of Euro 6 petrol engines in our product portfolio has played an important role in our strategy. We understand the changing aspirations of our customers

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and will continue to introduce innovative products and services that will excite them and spread 'Sheer Driving Pleasure'."

In the first half of 2018, BMW sales growth has been predominantly driven by the Sports Activity Vehicle (SAV) segment which has grown over 26% as compared to the same period in 2017. The all-new BMW X3 launched recently has led growth of the segment with over 60% growth compared to January – June 2017.

The first half of 2018 also saw an unprecedented acceleration in sales with the launch of the first-ever BMW 6 Series Gran Turismo, an exclusive stand-alone concept invented by BMW that combines luxurious spaciousness, long distance comfort of a luxury sedan and modern functionality in an alluring coupé style.

Anticipating changing trends in the Indian luxury car market, BMW introduced Euro 6 petrol options in its portfolio ahead of time, ensuring both petrol and diesel choices for its customers. As compared to January – June 2017, the petrol variants registered a growth of 92% in 2018, clearly showing customer preference for latest technology.

### **BMW Group India**

With BMW, MINI and Motorrad, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with automobiles and motorcycles, the BMW Group's activities in India comprise of financial services for its premium clientele. Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested over INR 5.2 billion (€ 72 million) in BMW India. The wide range of BMW activities in India include a manufacturing plant in Chennai, a parts warehouse in Mumbai, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country. Currently, BMW India has 43 sales outlets in the Indian market. The total number of employees at BMW Group India is 650.

The BMW Plant Chennai locally produces the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 6 Series Gran Turismo, the BMW 7 Series, the BMW X1, the BMW X3, the BMW X5 and the MINI Countryman. BMW dealerships also display the BMW X6, the BMW Z4, the BMW M3 Sedan, the BMW M4 Coupe, the BMW M5 Sedan, the BMW X5 M, the BMW X6 M and the BMW i8 which are available in the country as completely built-up units (CBU).

## Media Information

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**MINI** has successfully established itself as a premium small car brand in India. Presently, the MINI model range in India includes the MINI 3-door, MINI 5-door, MINI Convertible, MINI Countryman and the MINI Clubman. MINI has established six sales outlets in India.

**BMW Motorrad** officially started its operations as a part of the Indian subsidiary of BMW Group in 2017. Presently, BMW Motorrad is in the process of setting up the team and dealer network in India. Till date, BMW Motorrad India has set up seven sales outlets in India. BMW Motorrad dealerships display motorcycles from diverse segments which are available as completely built-up units (CBU): Sport – BMW S 1000 RR, BMW R 1200 RS; Adventure – BMW R 1200 GS, BMW R 1200 GS Adventure, BMW S 1000 XR, BMW F 750 GS, BMW F 850 GS; Roadster – BMW S 1000 R, BMW R 1200 R; Heritage – BMW R nineT, BMW R nineT Scrambler, BMW R nineT Racer and Tour – BMW R 1200 RT, BMW K 1600 GTL, BMW K 1600 B.

**BMW Financial Services India** is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested INR 7.3 billion (€ 110.5 million) in BMW Financial Services India and operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as corporate agents). BMW Financial Services India also offers BMW Lease for individuals and corporate customers.

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