



Media Information
28 September 2018

BMW India introduces BMW Service Insights.

BMW Service Insights – A special technical service camp to be held across 9 BMW dealer workshops.

In-depth knowledge of BMW's advanced engineering, tips and tricks to enhance Sheer Driving Pleasure.

Gurugram. BMW India has announced the launch of BMW Service Insights – a special technical service camp for its customers in India. The three day program will be held at BMW India dealer workshops in Gurgaon, Faridabad, Ludhiana, Ahmedabad, Bengaluru, Pune, Mumbai, Chennai and Kochi between September to December 2018.

As part of BMW India's comprehensive aftersales service campaign 'BMW Service Insights' will further strengthen BMW's connect with its customers across the country. BMW's paramount focus on customer satisfaction is reflected not only through its premium products but also its premium services. BMW presents a world class experience to its customers when it's time for their vehicle to visit the workshop. Numerous benefits combined with dedicated, personalized service make it a delight for the customers.

BMW Service Insights program is conceptualized to offer customers useful information and tips on effective vehicle management, on-time maintenance and overall understanding of BMW vehicles. The program provides customers with a complementary vehicle check such as engine compartment check, vehicle check, underbody check, and electrical check with 'Integrated Service Technical Application' (ISTA), a BMW vehicle diagnostic tool.

BMW Service Insights program will be conducted by certified BMW technical experts. Customers can book prior appointments to be a part of this program and have their BMW vehicle fully examines, receive an in-depth knowledge in to BMW's advanced engineering and learn tips and tricks to upkeep their beloved BMW in top condition.

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BMW India regularly conducts periodic service campaigns across the country to ensure that a BMW is always ready. Fixed Price Offer enables the customers to get select models serviced with selected work packages at any authorised BMW dealership. This option is especially beneficial for maintenance of older vehicles at an attractive price proposal. End of Warranty is a proactive check conducted to initiate repairs covered under warranty before it expires. During Seasonal checks (summer and pre-monsoon), certified service experts inspect critical areas such as brakes, lights, tyres and fan belts, using innovative technologies and original parts to ensure year round vehicle readiness.

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