



Media Information
26 September 2019

BMW India appoints Deutsche Motoren as its dealer in Bengaluru.

BMW India continues expansion of its dealer network in established and emerging markets across India.

Deutsche Motoren has represented BMW India for over a decade with 4 customer touch points in Delhi NCR and now one in Bengaluru.

Bengaluru. BMW India has announced the appointment of Deutsche Motoren as its second dealer partner in Bengaluru. The dealership is headed by Mr. Yadur Kapur, Dealer Principal, Deutsche Motoren. Deutsche Motoren's showroom is located at 222/220A, Whitefield Road, Sadaramangala, Bengaluru and its aftersales facility is situated at No. 23, 1st cross road, Doddanakundi Industrial Area 2, Bengaluru.

The showroom represents the next evolution of BMW dealer network. It is a seamlessly integrated format which is delightful combination of architecture and design, giving a sense of space and openness to stimulate emotional connect with the BMW brand.

Mr. Rudratej Singh, President and Chief Executive Officer, BMW Group India said, "BMW is building a robust ecosystem of luxury across India that comprises of premium products, best-in-class services and personalised experiences. With the appointment of Deutsche Motoren, customers in Bengaluru will have an additional destination to explore Sheer Driving Pleasure. The strong foundation of BMW Group India enables our valued partners like Deutsche Motoren in the BMW dealer network to play a pivotal role in integrating our customers into the BMW world. Deutsche Motoren has been our valued partner in India for over a decade and we are confident that their unwavering focus on customer delight will take JOY to the next level in Bengaluru."

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A BMW Group Company

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Spread over 8,500 sq. ft., the ultra-modern showroom will display up to 6 cars based upon the signature 'Urban Street Display' concept and sales lounges close to the display area. For a truly immersive brand experience, an Experience Zone featuring Virtual Reality brings the customer face-to-face with the latest experiences. An interactive Emotional Virtual Experience on large screens is available for customers to personalise their favourite BMW as per their preferences. They can also select BMW M Performance Accessories to enhance the motorsports DNA of their BMW cars. BMW fans can also choose from a wide range of clothing, accessories, bags, luggage etc from the original BMW Lifestyle Collections.

Mr. Yadur Kapur, Dealer Principal, Deutsche Motoren said, "Deutsche Motoren has enjoyed a very successful and long-standing partnership with BMW India. With the launch of our new facility in Bengaluru, we are proud to take this relationship to the next level and extend our reach towards our valued customers and prospects in Karnataka. We share BMW India's business outlook and look forward to our continued success together."

For BMW Premium Selection Customers, a designated Certified Used Car Section has been created to showcase the entire fleet of Premium Selection Cars available with the Dealer.

The state-of-the-art workshop spread over 14,000 sq. ft. comprises of mechanical, body and paint bays that can service upto 400 cars per month.

As with every other BMW dealership, Deutsche Motoren has appointed a highly professional team across all business processes. The team has also received intense training at BMW Group India Training Center in Gurgaon.

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