

Media Information
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BMW India strengthens its dealer network: Infinity Cars hosts a new state-of-the-art aftersales facility in Mumbai.

Enhanced digital experience with BMW Contactless, BMW Smart Video and BMW Smart Repair services.

BMW Premium Selection for best deals on used cars with right history.

Latest BMW Lifestyle and Accessories for auto enthusiasts.

#BMWFacilityNEXT #BMWService #BMWIndia

Mumbai. BMW India today announced the opening of Infinity Cars new facility in Lalbaug, Mumbai. Based on the latest BMW Facility NEXT concept, the new outlet offers aftersales services and BMW Premium Selection (BPS) with an enhanced digital interface. It is located at Dattaram Khamkar Marg, Lalbaug, Mumbai – 400012. The dealership is headed by Ms. Pooja Choudary, Dealer Principal, Infinity Cars.

Mr. Vikram Pawah, President, BMW Group India, said, “At BMW, we are committed to creating unparalleled customer delight and new benchmarks across the luxury automotive industry with fascinating products and aftersales services. Our consistent investment in network expansion along with our dealer partners in these unprecedented times reaffirms our relentless focus on customers and their needs. The launch of a new aftersales facility in Mumbai with Infinity Cars strengthens our presence significantly in one of the most promising automotive markets in India.”

Ms. Pooja Choudary, Dealer Principal, Infinity Cars said, “Infinity Cars has been a long-term partner of BMW Group India and we are delighted to launch yet another world-class aftersales facility here in Mumbai. Situated at a prime location and equipped with the latest tools and technology, this facility will play an instrumental role in creating an unrivalled service experience for our discerning customers.”

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Spread over 31,000 sq. ft., the ultra-modern aftersales facility has a service workshop with 20 service bays (including mechanical, body and paint). The entire aftersales service staff has undergone rigorous training and has been certified at BMW Group India's Training Centre in Gurugram. The dealership follows extremely high-quality standards in all its processes of service, spare-parts and business systems to ensure that customers receive best-in-class post sales ownership experience. The latest range of BMW Lifestyle Collection and accessories are available for automotive enthusiasts. The accessories include a comprehensive range of original parts and equipment.

Existing BMW customers can book a service instantly using BMW Contactless Experience. Once logged into their account, customers can choose a convenient date and time, type of service required and confirm pick up and drop details. Service cost estimates along with details of the service are sent for approval using BMW Smart Video. Secure online payments for services availed offers complete peace of mind.

BMW Premium Selection at Infinity Cars offers the finest range of pre-owned BMW vehicles that are carefully selected and comprehensively examined for quality. Every vehicle comes with a full, detailed history of servicing, maintenance and repairs. With the industry-leading Virtual Product Presentation (VPP), customers can easily check current vehicle stock, obtain all information such as current mileage, retail price, car specifications and dealer contact data. Additionally, the user-friendly interface offers visitors a broad range of search functionalities to select their favourite vehicle. A range of individual and attractive financing options are available for BPS vehicles. A dedicated team of finance and insurance consultants offer personalised advice and provide suitable financing options as per customers' needs. Customers can choose a trade-in offer for a fair exchange value, hassle free documentation and evaluation of vehicle at their doorsteps.

The facility diligently follows comprehensive sanitisation process of its premises, workshop tools and equipment and social distancing norms as per the government guidelines.

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