

Media Information
07 January 2021

Pre-launch bookings open for the new BMW 3 Series Gran Limousine.

Complimentary 'BMW Comfort Package' for early reservations.

#THE3 #BMW3GranLimousine #SheerDrivingPleasure

Gurugram. BMW India will open pre-launch bookings for the much-awaited new BMW 3 Series Gran Limousine from 11 January 2021 onwards. As an early-bird benefit, the car can be exclusively reserved online at <https://www.bmw.in/3GL> for INR 50,000 only.

The first 50 bookings done before 12 noon on 21 January 2021 will enjoy a thrilling offer. These cars will come with a complimentary rear seat BMW Comfort Package worth INR 1 lakh. The package will include an iPad, iPad holder and a coat hanger.

The BMW 3 Series – the ultimate sports sedan – will be officially launched in a Gran Limousine avatar in India on 21 January 2021. With a longer wheelbase, enhanced space and comfort, the new BMW 3 Series Gran Limousine will be the longest sedan in its segment and will set new standards in terms of luxurious ambience.

Customers can visit <https://www.bmw.in/3GL> and explore a 360° view of the car's exterior and interior. They will be directed to a pre-reservation page where booking can be done through a secure online payment mechanism. Deliveries will be done on a first-come-first-serve basis. Thanks to BMW Financial Services India, customers will also enjoy the flexibility to get loan approval in the pre-booking phase itself.

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