

Press and Corporate Affairs

Media Information
December 19, 2012

The Iconic MINI arrives in Hyderabad.

KUN Exclusive launched.

Hyderabad. MINI India announced the opening of KUN Exclusive, its exclusive dealership in Hyderabad.

The new MINI KUN Exclusive dealership in Hyderabad is located Opposite R.T.A, Khairtabad and will display the MINI Hatch, MINI Convertible and MINI Countryman. The new MINI Dealership is headed by Mr. Gautham Gudigopuram, Director, KUN Exclusive.

Mr. Philipp von Sahr, President, BMW Group India said, “There is no other more exciting car brand in the world as MINI. With the launch of KUN Exclusive in the historic city of Hyderabad, we are happy to accelerate MINI’s momentum in India. MINI has established itself as a unique brand, associated with tradition and irresistible charm. With MINI, it is possible to build upon its heritage while at the same time, the brand is so youthful and contemporary that customers soon become part of a vivacious, unique MINI community.”

The new MINI dealership interior at KUN Exclusive has been uniquely designed to replicate the modern city feel in an indulging, inviting and interactive format representing the iconic MINI Lifestyle.

KUN Exclusive Hyderabad is an exclusive MINI dealership with a 4 MINI display set-up. The multi functional architecture also has a MINI Lounge, MINI Lifestyle Collection and MINI Accessories on display.

Company
BMW India
Private Limited

A BMW Group Company

Office Address
BMW India
DLF Cyber City – Phase II
Building No. 8 – Tower B
7th Floor
Gurgaon 122002
Haryana, India

Telephone
+ 91 124 4566 600

Internet
www.mini.in

Media Information

Date December 19, 2012

Subject The Iconic MINI arrives in Hyderabad.

Page 2

Mr. Gautham Gudigopuram, Director, KUN Exclusive said, “KUN Exclusive has been working with BMW Group India since 2007. Adding another chapter to this extremely successful and exciting association, we are thrilled to bring the MINI to Hyderabad and become part of its India journey. We expect an enthusiastic response for the charismatic and exciting MINI from the customers in Andhra Pradesh and the rest of the region.”

With MINI Financial Services, the customers will be able to avail attractive finance and insurance options. In addition, MINI Financial Services will also offer a comprehensive insurance package: MINI Smile (similar to BMW Secure) which is a value-add for MINI customers over and above their basic motor insurance.

MINI India

The BMW Group introduced MINI as a premium brand in India in January 2012. With the launch of MINI Hatch, MINI Convertible and MINI Countryman, the MINI range is available in India as CBU (completely built-up) units.

An exclusive MINI dealer network has been established in India for this purpose. In the start-up phase, BMW Group will concentrate on successfully establishing the MINI brand in India. MINI India has four exclusive outlets in the Indian market: Deutsche Motoren and Bird Automotive in Delhi (National Capital Region), Infinity Cars in Mumbai and KUN Exclusive in Hyderabad.

MINI dealerships display MINI (MINI Cooper and MINI Cooper S), MINI Cooper Convertible and MINI Cooper S Countryman which are available in six-speed automatic transmission with powerful and efficient petrol variants.

Media Information

Date December 19, 2012

Subject The Iconic MINI arrives in Hyderabad.

Page 3

MINI: A global success and ‘Car of the Decade’.

The modern MINI combines an agile “Go-kart” handling as its most natural characteristic with cutting-edge efficiency and uncompromising premium quality. MINI has established itself around the world as a symbol of urban driving fun and an indispensable element in its driver’s mobile lifestyle.

MINI Convertible: Inspiringly Agile, Refreshingly Open.

The MINI Convertible blends the brand’s hallmark attributes with the refreshing feeling of open-air motoring with greater intensity than ever before. Again, the brand’s soft-top representative is unmistakably a MINI. Its proportions, short front and rear overhangs, large wheel cut-outs, the height of the waistline and numerous design features typical of the brand clearly show that this is a full-fledged member of the MINI family.

MINI Countryman: Taking driving fun into new territory.

The MINI Countryman takes the hallmark MINI driving fun to a new dimension and marks the arrival on the scene of a MINI with four doors, a large tailgate and a variable-use interior capable of accommodating up to five people. The MINI Countryman is also the brand’s first model with a body over four metres in length. Its advanced chassis technology and the extremely precise and efficient Electric Power Steering ensure that the typical MINI, ‘Go-kart’ driving experience is preserved.