



Press and Corporate Affairs

Media Information
10 December 2013

JOY comes to Guwahati with BMW Mobile Showroom.

BMW Mobile Showroom marks its presence across Haryana, Uttar Pradesh, Uttarakhand, Jharkhand, Bihar, Madhya Pradesh, Tamil Nadu, Karnataka, Andhra Pradesh, Kerala, Gujarat, Maharashtra and Assam.

Guwahati. BMW India has launched the innovative BMW Mobile Showroom to reach customers in Guwahati and other emerging markets across India.

The BMW Mobile Showroom will give customers an opportunity to experience the BMW brand, test drive vehicles, interact with product experts and avail promotional financial offers from BMW Financial Services.

Managed by OSL Prestige, the BMW Mobile Showroom will be located behind Indira Gandhi Athletic Stadium and will be in Guwahati till 23 December 2013. All enquiries around the BMW products can be directed to Mr. Sriraj Dutta +91 9874817731.

The BMW Mobile Showroom in Guwahati will feature a 4 car display, a reception area, a customer lounge and BMW Lifestyle collection. Customers will also have opportunity to test drive a range of BMW cars.

Mr. Philipp von Sahr, President, BMW Group India, said, "BMW India is the pioneer in bringing luxurious dealerships to India. We are the first luxury car manufacturer in India to take this experience a step ahead and closer to our customers in the emerging markets with the BMW Mobile Showroom. Today, BMW India has millions of fans and many of them come from emerging cities. With this unique travelling showroom, we wish to bring as many customers into the BMW fold and make them experience BMW and the Sheer Driving Pleasure."

Mr. Charchit Mishra, Managing Director, OSL Prestige said, "The foundation of our association with BMW India is based on bringing extremely high standards in sales and service of premium automobiles in the region. With BMW Mobile Showroom we will get

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A BMW Group Company

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the opportunity to reach out to more valued customers and deliver the BMW experience to a growing clientele in Guwahati and other emerging markets.”

Covering 13 states, the BMW Mobile Showroom has already visited Karnal (Haryana), Agra (Uttar Pradesh), Patna (Bihar), Bhopal (Madhya Pradesh), Jamshedpur (Jharkhand), Dehradun (Uttarakhand), Nashik (Maharashtra), Madurai (Tamil Nadu), Mysore (Karnataka), Visakhapatnam (Andhra Pradesh), Vijayawada (Andhra Pradesh), Kottayam (Kerala), Coimbatore (Tamil Nadu), Thrissur (Kerala), Rajkot, Vadodara (Gujarat), Aurangabad (Maharashtra) before reaching Guwahati (Assam).

Extending its customer oriented financial solutions; BMW Financial Services provide funding on products available at the BMW Mobile Showroom.

A weather proof, air-conditioned structure, the BMW Mobile Showroom is a representation of BMW's luxurious dealerships.

Currently, BMW India has 37 sales outlets in the Indian market. By end of 2014, BMW India will aggressively expand its dealer network by increasing the number of sales outlets to 50 across major metropolitan centres and emerging markets across India.

If you have any queries, please contact:

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