



Press and Corporate Affairs

Media Information
December 12, 2012

JOY arrives in Mangalore.

BMW India announces the opening of Navnit Motors in Mangalore.

Mangalore. BMW India announced the opening of Navnit Motors, its new dealership facility in Mangalore.

The new Navnit Motors dealership is located at Survey No 48, Padil, Kannur Village, Mangalore, Karnataka and is headed by Mr. Navnit Kachalia, Chairman and Managing Director, Navnit Group.

Mr. Philipp von Sahr, President, BMW Group India said, "As part of our vision for sustainable growth, BMW India is committed towards the development of a BMW dealer network of international standards at all important commercial centers across the country. Mangalore is one of the fastest growing non-metro cities in South India and will play an important role in BMW's market offensive in India. With the launch of Navnit Motors, we will continue to set new standards in the premium car market in the region and provide high quality services to our customers and prospects in Mangalore and the Karnataka region."

"Five years ago, BMW changed the face of Indian luxury car segment and set a decisive course with introduction of world-class premium dealerships that presented an unparalleled experience to the premium clientele. BMW India continues to invest in its entire Dealer Network to cater to the growing clientele in India. By end of 2014, BMW India will aggressively expand its dealer network by increasing the number of sales outlets to 50 across major metropolitan centers and emerging markets in India." Mr. Philipp von Sahr further added.

Spread over 27,000 sq ft, the new dealership has an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory.

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Page 2

While the design of the showroom is based on the Urban Street Display concept which is a signature BMW layout, the design of the workshop is based upon Reception at the Car (RATC) with a consultation and service lounge in the after sales area.

The showroom can display 5 cars and the workshop is equipped with 5 service bays that can service up to 20 cars per day.

Mr. Navnit Kachalia, Chairman and Managing Director, Navnit Group said, "Our association with BMW goes as far back as 1995 - first as an importer and then as a BMW Dealer. During these years, Navnit Motors has developed a deep understanding of the luxury automobile business and the BMW customer. We believe that the foundation of our partnership with BMW India is based on bringing very high standards in sales and service to our clientele. With the launch of our Mangalore facility, we aim to reach out to more customers in Karnataka and provide them with a premium brand experience."

Navnit Motors currently has a sales and service staff of around 15 people. As with every other BMW dealership, Navnit Motors has provided its staff intense training to ensure customers receive best-in-class pre and post sales ownership experience. A team of sales and service engineers have also been trained at BMW's training centers in Singapore, Malaysia and Germany.

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Press and Corporate Affairs

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