



Press and Corporate Affairs

Media Information
November 22, 2012

Largest BMW dealership in India – Deutsche Motoren Faridabad launched.

More exceptional than ever: The new BMW X6 unveiled in India.

Faridabad. BMW India has launched Deutsche Motoren, BMW Group's largest dealership facility in India. The new facility is situated at Mathura Road, Faridabad and is headed by Mr. Yadur Kapur, Managing Director, Deutsche Motoren.

The new BMW X6 was also unveiled today at Deutsche Motoren and is available at all BMW dealerships across India as a CBU (Completely Built-up) unit.

Mr. Philipp von Sahr, President, BMW Group India said, "Five years ago, BMW changed the face of Indian luxury car segment with introduction of world-class premium dealerships that presented an unparalleled experience to the premium clientele. Today, with the launch of Deutsche Motoren Faridabad, BMW India is proud to set yet another benchmark in luxury car retail in India. Due to its vast capacity and meticulous BMW processes, Deutsche Motoren Faridabad will offer supreme pre and post sales service to BMW customers."

Mr. Philipp von Sahr, President, BMW Group India further added, "There are SUVs and there are coupes, but there is only one BMW X6. This vehicle is like no other. It unites apparent opposites, such as size with agility and sportiness with elegance. It's a sports car that also feels at home when away from the road. That is why, we have created a separate vehicle category for the BMW X6 – the Sports Activity Coupe. These three words encompass everything that makes the BMW X6 so special and this is apparent at first sight. And there is another certainty. The new BMW X6 will definitely attract attention, wherever it goes."

The new BMW X6 is available in petrol and diesel variants and the all India ex-showroom prices are as below –

Company
BMW India
Private Limited

A BMW Group Company

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The new BMW X6 xDrive50i : 93,40,000 INR

The new BMW X6 xDrive40d : 78,90,000 INR

Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes / fees, insurance and Octroi (if applicable). Prices / options subject to change without prior notice.

Mr. Yadur Kapur, Managing Director, Deutsche Motoren said, "Deutsche Motoren's association with BMW India dates back to 2007. We believe that the foundation of this association is based on bringing extremely high standards in sales and service of premium automobiles to India. The launch of our new facility in Faridabad is a big step towards strengthening this foundation. We are very proud of the growth that we have experienced with BMW India and will always be committed to delivering the best to our premium clientele in every possible way."

Deutsche Motoren Faridabad

Spread over 130,000 sq ft, the ultra modern 4S facility has a premium showroom integrated with an advanced after-sales service facility featuring Sales, Service, Spare Parts and Business Systems to ensure that customers receive the best-in-class pre and post sales ownership experience. The design of the showroom is based upon Reception at the Car (RATC) and Urban Street Display concept which is a signature BMW layout with a consultation lounge, sales and after sales desk close to the display area. The showroom can display up to 13 cars and the workshop is equipped with 92 bays that can attend and service up to 350 cars per day. Deutsche Motoren employs around 75 people.

The new BMW X6

The uniqueness of the new BMW X6 is born from its modern expressive design which combines athletic and elegant coupe lines with the dynamism of a BMW X model. The design modifications include a new BMW kidney-grille with three-dimensional chrome frames and angled slats, repositioned fog lamps and new LED taillights. The muscular front design of the new BMW X6 is enhanced by the optional bonnet with powerdome which lends it a strikingly commanding appeal. The interior of the new BMW X6 is characterised by a raised seating position and typical BMW driver orientation as well as a generous amount of space. The Sports Seats offered as standard also increase the sporty appeal of the interior.

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The exclusivity of the interior is further underlined through the new Nevada leather upholstery available in a choice of Beige, Black, Oyster/Black, Saddle Brown/Black and Vermillion Red/Black. Finewood Ash Grain, Finewood Bamboo Grain Dark, Aluminium Flywheel Black and Aluminium Fine Brushed are the interior trims available for the new BMW X6. The new BMW X6 is offered in Alpine White as a non-metallic color and the following metallic colors – Black Sapphire, Deep Sea Blue, Marrakesh Brown, Midnight Blue, Space Grey, Orion Silver, Titanium Silver and Vermillion Red.

The new BMW X6 comes as standard with BMW xDrive – an intelligent all-wheel drive system that monitors the driving situation constantly and distributes drive power smoothly between the axles. In addition, the Dynamic Performance Control optimises tracking stability under tough driving situations, especially when accelerating out of a sharp bend.

The eight-cylinder petrol engine of the BMW X6 xDrive50i featuring BMW TwinPower Turbo and High Precision Injection has an output of 300 kW/407 hp. It produces a maximum torque of 600 Nm at 1,750 – 4,500 rpm and accelerates from 0 – 100 km/hr in 5.4 seconds to a top speed of 240 km/hr. The in-line six-cylinder diesel with TwinPower Turbo and CommonRail Direct Injection featured in the BMW X6 xDrive40d delivers an output of 225 kW/306 hp. It produces a maximum torque of 600 Nm at 1,500 – 2,500 rpm and accelerates from 0 – 100 km/hr in 6.5 seconds to a top speed of 236 km/hr.

The new eight-speed sport automatic transmission performs smooth, almost imperceptible gear shifts. The standard Sports Leather Steering in the new BMW X6 also features Shift Paddles for facilitating more convenient manual gear shifts.

The progressive character of the new BMW X6 is further underscored by the extensive range of driver assistance systems like the BMW iDrive with BMW Navigation Professional, Park Distance Control and Rear-view Camera with Top View.

The new BMW X6 is available in two exclusive packages for customers with personal preferences. The Innovation Package enhances driving experience through Adaptive Full-LED Headlights, BMW Head-up Display and BMW Apps while the Luxury Package is designed specifically for customers with a focus on comfort. The package includes special Comfort Seats with Lumbar Support, Active Seat Ventilation and Seat Heating.

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