



Press and Corporate Affairs

Media Information
12 November 2013

JOY comes to Aurangabad 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 and Maharashtra.

Aurangabad. BMW India has launched the innovative BMW Mobile Showroom to reach customers in Aurangabad 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 Bavaria Motors, the BMW Mobile Showroom will be located behind Dhoot Hospital, Airport Road, MIDC industrial area, Chikhalthana, and will be in Aurangabad till 25 November 2013. All enquiries around the BMW products can be directed to Mr. Vikrant Shinde +91 9922971141.

The BMW Mobile Showroom in Aurangabad will feature a 4 car display, a reception area, a customer lounge and BMW Lifestyle collection. The cars for display include the new BMW 1 Series, the BMW 3 Series, the BMW 5 Series, the BMW 7 Series and the new BMW X1. 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."

Company
BMW India
Private Limited

A BMW Group Company

Postal 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.bmw.in

Media Information

Date 12 November 2013

Subject JOY comes to Aurangabad with BMW Mobile Showroom.

Page 2

Mr. Vishal Agarwal, Managing Director, Bavaria Motors 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 the opportunity to reach out to more valued customers and deliver the BMW experience to a growing clientele in Aurangabad and other emerging markets."

Covering 12 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) before reaching Aurangabad (Maharashtra).

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:

BMW Group India

Abhay Dange, Director, Press and Corporate Affairs

Cell: +91 99 104 81013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: Abhay.dange@bmw.in

Internet: www.bmw.in