

Press and Corporate Affairs

Media Information

11 October 2012

The Iconic MINI strengthens its presence in Delhi.

MINI Deutsche Motoren launched.

New Delhi. MINI India announced the opening of Deutsche Motoren, its second dealership in Delhi.

The new MINI Deutsche Motoren dealership is located at H-5/B-1, Mohan Co-operative Industrial Estate, Mathura Road, New Delhi, India. The dealership will display the MINI Hatch, MINI Convertible and MINI Countryman. The dealership is headed by Mr. Yadur Kapur, Executive Director, Deutsche Motoren.

Mr. Philipp von Sahr, President, BMW Group India said, "With the launch of Deutsche Motoren, we are proud to have strengthened our presence for the world's most exciting premium small car brand in Delhi. MINI is more than just a car – it is a personality on wheels – a fashion statement – and a way of life. MINI as a brand truly compliments Delhi – a city with wonderful amalgamation of trends and tradition, fun and style and enduring spirit. With two dealerships in the city, we wish to take the MINI experience and excitement to as many consumers as possible in the festive season ahead."

The new MINI dealership interior at Deutsche Motoren has been uniquely designed to replicate the modern city feel in an indulging, inviting and interactive format.

MINI Deutsche Motoren dealership will offer a display area of over 3200 sq ft. and a five car display set-up. The multi functional architecture will also have a MINI Lounge, MINI Lifestyle Collection and MINI Accessories on display.

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A BMW Group Company

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Mr. Yadur Kapur, Executive Director, Deutsche Motoren said, “We have been working with BMW Group India since 2007 and this association has been very successful and tremendously exciting. We are thrilled to be a part of MINI’s journey in India with the launch of the new MINI dealership by Deutsche Motoren in Delhi.”

With MINI Financial Services, the customers will 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, MINI Convertible and MINI Countryman, the MINI range is available in India as CBU (completely built-up) units.

An exclusive MINI dealer network will be 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 will have three exclusive outlets in the Indian market: Deutsche Motoren and Bird Automotive in Delhi (National Capital Region) and Infinity Cars in Mumbai.

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.

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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.

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