



## **Press and Corporate Affairs**

Media Information

8 November 2013

### **Sporting Character in Every Detail: BMW M Performance Accessories launched in Gujarat.**

**Ahmadabad.** BMW India has launched the BMW M Performance Accessories in Gujarat. The exclusive range of accessories will now be available to customers through Parsoli Motors, the authorized BMW India dealership in Ahmadabad and Surat.

BMW M Performance Accessories are the pure expression of dynamism with sporty styling and interiors. A clear choice for sporty innovation and individualization, the BMW M Performance Accessories give the car a distinctive racing character.

The BMW M Performance Accessories range includes M Performance Aerodynamic package, carbon mirror caps, black kidney grills, carbon spoiler, stripes as well as carbon interior and stainless steel pedal covers. The sporty retrofits are designed to enhance the athletic and muscular look of any BMW vehicle.

Mr. Philipp von Sahr, President BMW Group India, said, "BMW stands for dynamics, innovation and aesthetics that stem from a unique motorsport expertise. BMW M Performance Accessories bring this excitement to the streets and offer BMW owners the opportunity to express their passion for dynamism and individuality. Each component of the BMW M Performance Accessories goes through an intense manufacturing and development process, so that uncompromising sportiness is consistently realised every time – right down to the smallest detail."

The BMW M Performance Accessories can be retrofitted on BMW vehicles at all authorized BMW dealerships. The parts conform to the outstanding BMW standards of design, quality and safety. Moreover, the conditions of warranty applicable to each vehicle remain the same with the retro-fitment of the BMW M Performance Accessories.

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The BMW 3 Series and the BMW 5 Series kitted with both exterior and interior range of BMW M Performance Accessories were on special display for customers at the launch event held at Parsoli Motors.

### **BMW Group India**

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till end of 2013, BMW Group will invest over 3.9 billion Indian Rupees (€ 51.8 million) in BMW Plant Chennai. The wide range of BMW activities in India include the establishment of a manufacturing plant in Chennai, a parts warehouse in Mumbai and development of a dealer organisation across major metropolitan centres of the country.

The BMW Plant Chennai produces the BMW 1 Series, the BMW 3 Series, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3 and the MINI Countryman. The BMW Plant Chennai has the capacity to manufacture 14,000 units per year on a double shift basis.

The total number of employees at BMW India is 650. More than 1200 additional jobs have been created in the dealer and service network.

BMW dealerships presently display the BMW 1 Series, the BMW 3 Series, the BMW 5 Series, the BMW 7 Series, the BMW X1 and the BMW X3 that are produced at the BMW Plant Chennai. BMW dealerships also display the BMW 6 Series Coupe, the BMW 6 Series Convertible, the BMW 6 Series Gran Coupe, the BMW X5, the BMW X6, the BMW Z4 and the BMW Gran Turismo which are available in the country as Completely Built-up Units (CBUs). The BMW M5, the BMW M6 Coupe, the BMW M6 Convertible, the BMW 6 Series Individual and the BMW 7 Series Individual can also be ordered as CBUs at BMW India dealerships.

BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has also set very high standards in service quality and customer care. Currently, BMW India has 37 outlets in the Indian market. By end of 2014, BMW India will aggressively expand its dealer

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network by increasing the number of outlets to 50 across major metropolitan centers and emerging markets in India.

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