



Press and Corporate Affairs

Media Information
12 September 2013

JOY has a new address in Navi Mumbai.

BMW India announces the opening of a new Infinity Cars showroom in Navi Mumbai.

Navi Mumbai. BMW India announced the opening of Infinity Cars, its new showroom in Navi Mumbai.

The new Infinity Cars showroom is located at Plot No. 50, Sector 1, Nerul, Navi Mumbai and is headed by Ms. Pooja Choudary, Managing Director, Infinity Cars.

Mr. Philipp von Sahr, President, BMW Group India said, "BMW is the most admired premium auto manufacturer and has continued to set new benchmarks in India. A decisive factor of our growth in India has been the development of the BMW dealer network of international standards at important commercial centers across the country. We will continue to invest in our network to cater to the growing clientele and are happy to add one more location to spread JOY in the financial capital of India."

Spread over three floors with an area of 4960 sq ft, the design of the showroom is based upon Urban Street Display concept which is a signature BMW layout with sales lounges close to the display area. The Infinity Cars showroom will display 6 cars.

"Seven 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. 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 from 36 at present." Mr. Philipp von Sahr further added.

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Ms. Pooja Choudary, Managing Director, Infinity Cars said, “Our partnership with BMW India started six years ago and the foundation of this association is based on bringing extremely high standards in sales and service of premium automobiles to India. 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. With the launch of a new showroom at Navi Mumbai, Infinity Cars will get the opportunity to reach out to more valued customers in the city. We are fully committed to our partnership with BMW India and look forward to provide high quality services to our growing clientele across Mumbai.”

Infinity Cars represents BMW in Mumbai, Maharashtra and Indore, Madhya Pradesh. In addition to the new showroom at Navi Mumbai, Infinity Cars has its showrooms at Worli and Nariman Point. To provide after-sales support to BMW customers, Infinity Cars has four workshops located at Worli, Chembur, Mahalaxmi and Navi Mumbai. Infinity Cars employs close to 300 people who have received intense training in Sales, Service, Spare Parts and Business Systems 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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