



Press and Corporate Affairs

Media Information
5 September 2013

JOY comes to Rajkot with BMW Mobile Showroom.

BMW Mobile Showroom marks its presence across Haryana, Uttar Pradesh, Uttarakhand, Jharkhand, Bihar, Madhya Pradesh, Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh, Kerala and Gujarat.

Rajkot. BMW India has launched the innovative BMW Mobile Showrooms to reach customers in Rajkot 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.

The BMW Mobile Showroom has reached cities that have the potential to be covered under the existing BMW sales and service network.

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) before reaching Rajkot (Gujarat).

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."

Extending its customer oriented financial solutions, BMW Financial Services will provide funding on products available at the BMW Mobile Showroom.

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A weather proof, air-conditioned structure, the BMW Mobile Showroom is a representation of BMW's luxurious dealerships.

The BMW Mobile Showroom in Rajkot will feature a 4 car display, a reception area and a VIP lounge. The cars for display and test drive in Rajkot include: the BMW 3 Series, the new BMW X1, the BMW 5 Series and the BMW 7 Series.

The BMW Mobile Showrooms across different locations also feature the BMW line-up of cars ranging from the BMW 6 Series along with the BMW Z4, the BMW X5 and the new BMW X6 , which are available in the country as CBU (completely built-up) units.

Currently, BMW India has 35 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.

To be located at the Lord's Inn Hotel, Everest Park, Kalawad Road, the BMW Mobile Showroom will be in Rajkot till 15 September 2013 and will be managed by Parsoli Motors - +91 79 26841231. All enquiries around the BMW products can be directed to Mr. Raj Dasgupta +91 9825304911.

If you have any queries, please contact:

Press and Corporate Affairs

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

Kapil Sharma, Sales Channel, Sports and Lifestyle Communication, Press and Corporate Affairs

Cell: +91 97 171 80202 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: Kapil.Sharma@bmw.in

Internet: www.bmw.in