



Press and Corporate Affairs

Media Information

19 July 2013

Driving the DYNAMIC 1 with Sachin Tendulkar.

Eight lucky winners of THE DYNAMIC 1 EXPERIENCE contest drive the all-new BMW 1 Series in Germany.

Gurgaon. The all-new BMW 1 Series is coming soon. Ahead of the launch of the DYNAMIC1, BMW India offered eight lucky winners a lifetime opportunity to drive the all-new BMW 1 Series in Germany.

The eight lucky winners for the all-expenses-paid unforgettable experience to BMW Driving Circuit at Maisach near Munich, Germany were chosen through THE DYNAMIC 1 EXPERIENCE contest. Adding to the adrenaline rush, of being the first ones in India to drive the dynamic all-new BMW 1 Series, the lucky winners also got the exhilaration of driving the DYNAMIC 1 in the company of two of its biggest fans - the Legendary Cricketer Sachin Tendulkar and the FIA GT1 World Championship race driver from India, Armaan Ebrahim.

Sharing his experience of the all-new BMW 1 Series, Sachin Tendulkar said, "The all-new BMW 1 Series is all set to give driving a new meaning and meets all my driving requirements with the incredible safety features, superb handling and fantastic breaking. I look forward to driving the DYNAMIC1 in India soon."

Open for participation from June 14, 2013 till June 30, 2013, THE DYNAMIC 1 EXPERIENCE contest saw enthusiastic response and had more than 16,000 entries vying for a spot to drive the DYNAMIC 1 with Sachin Tendulkar and Armaan Ebrahim.

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FIA GT1 World Championship race driver from India, Armaan Ebrahim said, "The BMW 1 series looks to be the car of the moment. A rear wheel drive car with 143 bhp and an eight-speed automatic transmission gearbox will be ideal for Indian conditions and will definitely attract every young driving enthusiast in the country."

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A measure of the growing anticipation ahead of the launch, the pre launch communication of the all-new BMW 1 Series through its micro site www.dynamic1.in received more than 200,000 visits. The pre launch communication also resulted in more than 70,000 people viewing the Sachin Tendulkar video talking about the all-new BMW 1 Series.

Mr. Philipp von Sahr, President, BMW Group India said, "Customer experience and enthusiasm is pivotal to whatever we do. The all-new BMW 1 Series is going to be synonymous with driving pleasure and we wanted customers to experience it first with THE DYNAMIC 1 EXPERIENCE contest. The response to the contest clearly highlights the growing interest and anticipation for the all-new BMW 1 Series. The fresh, youthful and stylishly updated design of the all-new BMW 1 Series will attract young achievers in India and will set a new trend in the premium compact car segment in India."

Apart from the unforgettable all-new BMW 1 Series on the test track, the eight lucky winners of THE DYNAMIC 1 EXPERIENCE contest also got the opportunity to explore the 'BMW Welt' world of experience and an exciting display of both tradition and future trends at the 'BMW Museum'.

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