



## Press and Corporate Affairs

Media Information

20 February 2013

### **JOY comes to Mysore with BMW Mobile Showroom.**

BMW Mobile Showroom marks its presence across Haryana, Uttar Pradesh, Uttarakhand, Jharkhand, Bihar, Madhya Pradesh, and Maharashtra.

**Mysore.** BMW India has launched the innovative BMW Mobile Showrooms to reach customers in Mysore and other emerging markets across India.

The BMW Mobile Showroom will give customers an opportunity to experience BMW brand, test drive vehicles, interact with product experts and avail promotional finance offers from BMW Financial Services.

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

Covering nine 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) before reaching Mysore (Karnataka).

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 to 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.

Company  
BMW India  
Private Limited

A BMW Group Company

Postal address  
BMW India  
DLF Cyber City – Phase II  
Building No. 8 – Tower B  
7<sup>th</sup> Floor  
Gurgaon 122002  
Haryana, India

Telephone  
+ 91 124 4566 600

Internet  
[www.bmw.in](http://www.bmw.in)

Media Information  
Date 20 February 2013  
Subject JOY comes to Mysore with BMW Mobile Showroom.  
Page 2

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

The BMW Mobile Showroom in Madurai will feature a 4 car display, a reception area and a VIP lounge. The cars for display and test drives in Madurai include: the all-new BMW 3 Series, the new BMW X1, the BMW 5 Series, the BMW 6 Series and the BMW X5.

The BMW Mobile Showrooms across different locations also feature the BMW line-up of cars ranging from the BMW 7 Series, to the BMW X6 and the BMW Z4, all of which are available in the country as CBUs (completely built-up) units.

Currently, BMW India has 34 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 JK Grounds, JLB road, near Railway Station, the BMW Mobile Showroom will be in Mysore till 6 March 2013 and will be managed by Navnit Motors - +91 80 28520060. All enquiries around the BMW products can be directed to Mr. Fahad Shaik +91 9741779942.

If you have any queries, please contact:

**Press and Corporate Affairs**

Abhay Dange, Director, Press and Corporate Affairs  
Cell: +91 9910481013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: [Abhay.Dange@bmw.in](mailto:Abhay.Dange@bmw.in)

Kapil Sharma, Sales Channel, Sports and Lifestyle Communication, Press and Corporate Affairs  
Cell: +91 9717180202 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: [Kapil.Sharma@bmw.in](mailto:Kapil.Sharma@bmw.in)

Internet: [www.bmw.in](http://www.bmw.in)