

Press and Corporate Affairs

Media Information

17 April 2013

Stepping up the pace in a growth market: MINI begins local production at the Chennai plant in India.

MINI Countryman to be produced outside Europe for the first time.

Expansion of the international production network responds to growing demand for premium MINI cars.

Chennai. A new chapter is set to be written in MINI's global success story as cars from the British premium brand roll off an assembly line outside Europe for the first time.

The BMW Group today announced commencement of local production of MINI Countryman at the BMW plant near Chennai (formerly Madras), India. The vehicles manufactured at BMW Plant Chennai will fulfil the same quality standards that apply to production of BMW Group models worldwide. The new MINI local production facility has been brought on stream just a year after the start of MINI sales in India and will help to meet the steadily increasing demand.

The locally produced MINI Countryman will be introduced in two diesel variants for the first time in India - MINI Cooper D Countryman and MINI Cooper D Countryman High. A new petrol variant of MINI ONE Countryman will also be produced at BMW Plant Chennai.

The other petrol variants of the MINI Countryman - MINI Cooper S Countryman and MINI Cooper S Countryman High – will be imported in India as Completely Built-up Units (CBU). The MINI (MINI Cooper and MINI Cooper S) and MINI Convertible (MINI Cooper Convertible) will be imported in India as Completely Built-up Units (CBU) in petrol variants.

Company
BMW India
Private Limited

A BMW Group Company

Office Address
BMW India
DLF Cyber City – Phase II
Building No. 8 – Tower B
7th Floor
Gurgaon 122002
Haryana, India

Telephone
+ 91 124 4566 600

Internet
www.mini.in

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The ex-showroom prices of the MINI cars in India are as follows –

MINI	INR
MINI Cooper	: 26,60,000
MINI Cooper S	: 29,90,000
MINI Convertible	
MINI Cooper Convertible	: 32,50,000
MINI Countryman	
MINI ONE Countryman*	: 23,50,000
MINI Cooper D Countryman*	: 25,60,000
MINI Cooper D Countryman High*	: 28,90,000
MINI Cooper S Countryman	: 34,20,000
MINI Cooper S Countryman High	: 37,50,000

Note: Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes/ fees, insurance and Octroi (if applicable). Prices and options are subject to change without prior notice. For further information, please contact your local authorized Dealer.

* Locally produced

India is the 100th market in the global MINI sales network and has become increasingly significant for the BMW Group since establishing its presence in India from 2007. From January 2012, MINI has continued to grow its presence in India and has established five exclusive outlets across Delhi, Mumbai, Hyderabad and Bangalore.

In line with its strategy "Production follows the market", the BMW Group's decision to carry out local production of the MINI Countryman responds to the burgeoning interest for innovative and high-quality vehicle concepts in the Indian market.

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With the production of MINI Countryman at the BMW Plant Chennai, MINI is the first premium small car to be locally manufactured in India and expects significant growth over the medium and long term.

In March 2007, BMW India officially opened its production plant in Chennai in the Tamil Nadu region of India. The BMW Plant Chennai is spread over an area of 40 acres at the Mahindra World City which is located 40 kilometres (25 miles) northwest of Chennai. The BMW Plant Chennai produces the BMW 3 Series, the BMW 5 Series, the BMW X1 and the BMW X3. In 2013, the BMW Plant Chennai will also produce the BMW 7 Series and the BMW 1 Series.

State-of-the-art machine technology, highly skilled employees and advanced manufacturing processes provide all the necessary ingredients for the production of premium cars to the highest quality standards.

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

If you have any queries, please contact:

BMW Group India

Abhay Dange, Director, Press and Corporate Affairs

Cell: +91 9910481013 Telephone: + 91 124 4566 600 Fax: + 91 124 4566 612

Email: abhay.dange@bmw.in

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Kapil Sharma, Press and Corporate Affairs

Cell: +91 97171 80202 Telephone: + 91 124 4566 679 Fax: + 91 124 4566 612

Email: Kapil.Sharma@bmw.in

Internet: www.mini.in