

Press and Corporate Affairs

Media Information

17 April 2013

The Iconic MINI Arrives in Bangalore.

Navnit Motors launched.

Bangalore. MINI India continued to grow its presence in India with the opening of Navnit Motors, its exclusive dealership in Bangalore.

Located at Millers Road in Bangalore, Navnit Motors is the fifth exclusive MINI dealership in India and will be headed by Mr. Navnit Kachalia, Chairman and Managing Director, Navnit Group.

The BMW Group today also announced commencement of local production of MINI Countryman at the BMW plant near Chennai, India. The locally produced MINI Countryman will be introduced in two diesel variants for the first time in India along with new petrol variant - MINI ONE Countryman.

Mr. Philipp von Sahr, President, BMW Group India said, "By launching the MINI, BMW Group debuted in the premium small car segment in India and has worked continuously on keeping it the most exciting automotive brand. India was the milestone 100th country that MINI made its home. Today, we are proud to add yet another historic milestone to the MINI journey with the commencement of local production of MINI Countryman in India. As one of the world's top growth markets, India is a great place to continue accelerating MINI's global momentum."

Since January 2012, MINI has continued to grow its presence in India and has established five exclusive outlets across Delhi, Mumbai and Hyderabad along with the newly launched Navnit Motors in Bangalore.

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“MINI is definitely a car for today and the future. And it is a logical choice for those who want a fuel-efficient and eco-friendly vehicle which is a lot of fun to drive. With the launch of Navnit Motors in Bangalore, we are happy to accelerate MINI’s momentum in India. MINI has established itself as a unique brand, associated with tradition and irresistible charm. With MINI, it is possible to build upon its heritage while at the same time, the brand is so youthful and contemporary that customers soon become part of a vivacious, unique MINI community.” Mr. Philipp von Sahr further added.

Spread over 3000 sq ft, Navnit Motors Bangalore is an exclusive MINI dealership with a 4 MINI display set-up. The multi functional architecture also has a MINI Lounge, MINI Lifestyle Collection and MINI Accessories on display. The new MINI showroom interior at Navnit Motors has been uniquely designed to replicate the modern city feel in an indulging, inviting and interactive format representing the iconic MINI Lifestyle.

Mr. Navnit Kachalia, Chairman and Managing Director, Navnit Group said, “Navnit Group’s association with BMW Group goes as far back as 1995. The foundation of this association is based on our commitment to bring very high standards in sales and service. Adding another chapter to this successful and exciting association, we are thrilled to bring the iconic MINI to Bangalore. With the launch of MINI Navnit Motors dealership, we aim to reach out to more customers in Karnataka and expect an enthusiastic response.”

Navnit Motors will provide the after sales support to MINI customers from its BMW Group workshop located Near Electronic City, Hosur Road, Bangalore.

With MINI Financial Services at Navnit Motors, the customers will be able to avail attractive finance and insurance options.

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In addition, MINI Financial Services will also offer a comprehensive insurance package: MINI Smile (similar to BMW Secure) which is a value-add for MINI customers over and above their basic motor insurance.

MINI India

The BMW Group introduced MINI as a premium brand in India in January 2012 with the launch of MINI Hatch, MINI Convertible and MINI Countryman.

In the start-up phase, BMW Group will concentrate on successfully establishing the MINI brand in India. An exclusive MINI dealer network has been established in India for this purpose. MINI India has five exclusive outlets in the Indian market: Deutsche Motoren and Bird Automotive in Delhi (National Capital Region), Infinity Cars in Mumbai, KUN Exclusive in Hyderabad and Navnit Motors in Bangalore.

The MINI Countryman is locally produced at the BMW Plant Chennai in two diesel variants – MINI Cooper D Countryman and MINI Cooper D Countryman High. The MINI ONE Countryman is produced in petrol variant at BMW Plant Chennai. The other petrol variants of the MINI Countryman - The MINI Cooper S Countryman and MINI Cooper S Countryman High - are imported in India as Completely Built-up Units (CBU).

The MINI (MINI Cooper and MINI Cooper S) and MINI Convertible (MINI Cooper Convertible) are imported in India as Completely Built-up Units (CBU) in petrol variants.

MINI: A global success and 'Car of the Decade'.

The modern MINI combines an agile "Go-kart" handling as its most natural characteristic with cutting-edge efficiency and uncompromising premium quality. MINI has established itself around the world as a symbol of urban driving fun and an indispensable element in its driver's mobile lifestyle.

MINI Convertible: Inspiringly Agile, Refreshingly Open.

The MINI Convertible blends the brand's hallmark attributes with the refreshing feeling of open-air motoring with greater intensity than ever before. Again, the brand's soft-top representative is unmistakably a MINI. Its proportions, short front and rear overhangs, large wheel cut-outs, the height of the waistline and numerous design features typical of the brand clearly show that this is a full-fledged member of the MINI family.

MINI Countryman: Taking driving fun into new territory.

The MINI Countryman takes the hallmark MINI driving fun to a new dimension and marks the arrival on the scene of a MINI with four doors, a large tailgate and a variable-use interior capable of accommodating up to five people. The MINI Countryman is also the brand's first model with a body over four metres in length. Its advanced chassis technology and the extremely precise and efficient Electric Power Steering ensure that the typical MINI, 'Go-kart' driving experience is preserved.