



Press and Corporate Affairs

Media Information

3 May 2013

JOY comes to Kottayam 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 and Kerala.

Kottayam. BMW India has launched the innovative BMW Mobile Showrooms to reach customers in Kottayam 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 11 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) before reaching Kottayam (Kerala).

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.

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A BMW Group Company

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

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

The BMW Mobile Showrooms across different locations also feature the BMW line-up of cars ranging from the BMW 7 Series, the BMW Z4, to the BMW X6 and the BMW 6 Series, 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 the Windsor Castle, Kodimatha, Kottayam, the BMW Mobile Showroom will be in Kottayam till 16 May 2013 and will be managed by Platino Classic - +91 484 6696666. All enquiries around the BMW products can be directed to Ms. Nazia Salim +91 8111800120.

If you have any queries, please contact:

Press and Corporate Affairs

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