



## **Press and Corporate Affairs**

Press Release

6 June 2013

### **JOY arrives in Noida.**

BMW India announces the opening of Deutsche Motoren in Noida.

**Noida.** BMW India announced the opening of Deutsche Motoren, its new dealership facility in the National Capital Region.

The new Deutsche Motoren dealership is located at H-8, Sector-63, Noida and is headed by Mr. Yadur Kapur, Managing Director, Deutsche Motoren.

Mr. Philipp von Sahr, President, BMW Group India said, "Following a vision of sustainable growth, BMW India is committed to exceed the customer expectations and create customer delight. The development of a BMW dealer network of international standards at all important commercial centers across the country definitely plays a key role in achieving our vision. With the launch of Deutsche Motoren Noida, we will continue to set new standards in the premium car market in the National Capital region and provide high quality services to our customers and prospects."

"Since beginning, BMW India has set a decisive course with introduction of world-class premium dealerships that presented an unparalleled experience to the premium clientele and changed the face of Indian luxury car segment. By end of 2014, BMW India will aggressively expand its dealer network by increasing the number of sales outlets to 50 across major metropolitan centers and emerging markets in India." Mr. Philipp von Sahr further added.

Spread over 90611 sq ft, the new dealership has an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory.

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While the design of the showroom is based on the Urban Street Display concept which is a signature BMW layout, the design of the workshop is based upon Reception at the Car (RATC) with a consultation and service lounge in the after sales area.

The showroom can display up to 9 cars and the workshop is equipped with 33 service bays that can service up to 130 cars per day.

Mr. Yadur Kapur, Managing Director, Deutsche Motoren said, "Deutsche Motoren's association with BMW India dates back to 2007. We believe that the foundation of this association is based on bringing extremely high standards in sales and service of premium automobiles to India. Deutsche Motoren recently opened India's biggest BMW dealership in Faridabad. With the launch of a new dealership in Noida, Deutsche Motoren will get the opportunity to reach out to more of our valued customers in the National Capital Region. We are very proud of the growth that we have experienced with BMW India and will always be committed to delivering the best to our premium clientele in every possible way."

Deutsche Motoren represents BMW with five outlets in the National Capital Region: BMW Studio (New Delhi), Deutsche Motoren (Mathura Road, New Delhi), Deutsche Motoren (West Delhi), Deutsche Motoren (Faridabad) and Deutsche Motoren (Noida). Deutsche Motoren currently has a sales and service staff of around 100 people. As with every other BMW dealership, Deutsche Motoren has provided its staff intense training to ensure customers receive best-in-class pre and post sales ownership experience. A team of sales and service engineers have also been trained at BMW's training centers in Singapore, Malaysia and Germany.

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