



Press and Corporate Affairs

Media Information

9 January 2008

BMW M Cars and BMW Individual make Indian debut at Auto Expo 2008

The New BMW M3 Coupé, BMW M5 Sedan, BMW M6 Coupé and BMW M6 Convertible launched

BMW Individual launched with the BMW 7 Series and BMW 6 Series for customers looking for exclusive solutions

BMW X5 4.8i introduced in India

New Delhi. BMW India today announced the India debut of the BMW M Cars and BMW Individual at the Auto Expo 2008. In addition to the BMW product range, BMW is showcasing, the pure thrill of unmistakable power and supreme responsiveness with the BMW M3 Coupé. The BMW 750Li Individual and BMW 650i Individual are also showcased for customers who are looking for made-to-measure solutions and making tougher demands on their BMW in terms of distinction, design and function.

The New BMW M3 Coupé, BMW M5 Sedan, BMW M6 Coupé , BMW M6 Convertible, BMW 7 Series Individual, BMW 6 Series Individual and BMW X5 4.8i can be ordered at BMW India dealerships from January 2008.

At the BMW Pavilion at Auto Expo 2008, BMW India has displayed its product range in India, the BMW 3 Series (325i) and BMW 5 Series (530i) that are produced at the BMW Plant Chennai, and the BMW X3 (X3 2.5 si), BMW X5 (X5 3.0d), BMW 6 Series Individual (650i Convertible), BMW 7 Series Individual (750Li), BMW M3 Coupé that can be ordered as CBU's.

Company
BMW India
Private Limited

A BMW Group Company

Postal 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.bmw.in

Media Information

Date 9 January 2008

Subject BMW M Cars and BMW Individual make Indian debut at Auto Expo 2008

Page 2

Speaking on the occasion, Mr. Peter Kronschnabl, President, BMW India said “The BMW M Cars are a successful synthesis of unobtrusive yet powerful appearance, combined with a high-performance power unit - a sports car featuring Formula 1 technology and at the same time offering premium comfort for everyday use. In terms of driving dynamics; the BMW M Cars always set standards in its segment. “

The BMW M Cars not only excel due to their high performance, but due to the way in which M power is produced and developed. The M car's inexhaustible power reserves create a new dimension in effortlessness. The heart of a BMW M Car is its high-revving naturally aspirated engine. Built with passion, BMW M engines offer turbine-like performance, instant responses at all engine speeds and a step yet smooth power curve. The result is breathtaking speed whenever you need it. For even greater agility, BMW M uses intelligent lightweight materials throughout, helping to maximise the power-to-weight ratio and allowing you to make the most of the engine's power.

Mr. Peter Kronschnabl, President, BMW India further added. “The higher one's own aspirations are, the more difficult it is to achieve them. It is exactly this characteristic that makes BMW Individual so unique, since the range of materials to choose from is more select and exclusive than for any other vehicle. By perfectly combining all details, BMW Individual meets even the highest expectations: the most exclusive way to drive BMW.”

The BMW Individual offering will provide 7 Series and 6 Series customers with a selection of distinctive paints and interior treatments allowing them to individualize their vehicle to reflect their own tastes and personality. The BMW Individual will be the perfect answer for those special customers who seek the utmost in luxury and look to own a more personalized BMW.

Media Information

Date 9 January 2008

Subject BMW M Cars and BMW Individual make Indian debut at Auto Expo 2008

Page 3

BMW M Automobiles and BMW Individual are produced by BMW M GmbH (Subsidiary of BMW AG). Three specialist divisions - BMW M Automobiles, BMW Individual and BMW Driver Training - make BMW M GmbH an all-inclusive product and service company that has been developing sports and high-performance vehicles and enhancing driving pleasure for more than 30 years. High-tech, individuality and safety - the BMW M range offers an unmatched experience of exclusive, high-performance driving.

The new BMW X5 4.8i is raising the driving experience in a Sports Activity Vehicle (SAV) to an even higher level. Offering enhanced dynamics and an even higher standard of all-round supremacy, the new BMW X5 is continuing the success of a truly exceptional vehicle concept.

The ex-showroom prices of the new cars in INR in India are as follows

BMW M3 Coupé	:	74,90,000
BMW M5 Sedan,	:	1,01,50,000
BMW M6 Coupé	:	1,24,90,000
BMW M6 Convertible,	:	1,31,90,000
BMW X5 4.8i	:	79,00,000

The BMW dealerships will display the BMW 3 Series (325i, 320i and 320d) and BMW 5 Series (523i, 525i, 530i and 525d) that are produced at the BMW Plant Chennai, and BMW 6 Series (650i Coupé and 650i Convertible), BMW 7 Series (740Li, 750Li, 760Li and 730Ld), BMW X3 (X3 2.5 si) and the BMW X5 (X5 3.0d and X5 4.8i) which are available in the country as CBU's (completely built-up units). The BMW 6 Series Individual, BMW 7 Series Individual, BMW M3 Coupé, BMW M5 Sedan, BMW M6 Coupé, BMW M6 Convertible will be available as CBU's at all BMW dealerships across the country

Media Information

Date 9 January 2008

Subject BMW M Cars and BMW Individual make Indian debut at Auto Expo 2008

Page 4

With this product range BMW India aims to deliver 2000 vehicles to customers in India in 2008. BMW India successfully delivered 1387 vehicles to customers in India in 2007. (Initial estimates were of delivering 1000 vehicles in 2007)

BMW India has increased the BMW Plant Chennai production capacity from 1700 units to 3000 units per year on a single shift basis. This capacity increase has been achieved through introduction of additional workstations and further optimization of processes on the assembly line.

An aggressive plan is being implemented for development of a dealer organisation across all metropolitan centres of the country. Presently, nine dealers represent BMW in the Indian market; Bird Automotive (Gurgaon, NCR), Deutschen Motoren (New Delhi); Navnit Motors (Mumbai), Infinity Cars (South Mumbai); Krishna Automobiles (Chandigarh); Navnit Motors (Bangalore), Delta Motors (Hyderabad), Kun Exclusive (Chennai) and Bavaria Motors (Pune). Owing to an exuberant growth potential, BMW is hopeful of multiplying its annual sales volume and has already chalked out an extensive dealer strategy to support its plans. Phase I of the Dealer network expansion plan would include 12 dealers covering all metropolitan centres of the country by the end of 2008 (The initial plan was to complete phase 1 by end of 2009). BMW India will establish the next BMW Dealerships in Cochin and Ahmedabad and Kolkatta.

If you have any queries, please contact:

Corporate Communications

Abhay Dange, General Manager Press and Corporate Affairs
Telephone: + 91 124 4566 600, Fax: + 91 124 4566 612,
Email: Abhay.Dange@bmw.in

Preeti Gupta, Vox Public Relations
Telephone: + 91 11 2620 7612 Extn: 1528, Cell: +91 9871401722, Fax: + 91 11 2693 3458,
Email: Preetig@voxpr.co.in

Internet: <http://www.bmw.in>