

Press and Corporate Affairs

Media Information

10 July 2008

BMW India further raises the benchmark for BMW 5 Series in India

BMW 5 Series Model Range expanded with the introduction of the BMW 520d, 530d and 530d Highline

Increased diesel lineup, Innovative BMW Night Vision, and Stronger and more Efficient engines now available to offer powerful performance with enhanced style, sophistication, value and comfort

New Delhi. The BMW 5 Series range - Model Year 2008 for India will roll out from BMW dealerships across India in July this year. The BMW 5 Series will be available in two petrol variants – 525i and 530i – and now three diesel variants – 520d, 530d and 530d Highline, the latest in the BMW 5 Series range.

Voted as the “Luxury Car of the Year” at the NDTV CAR India Awards 2008, “Performance Car of the Year” at the Aaj-Tak Overdrive Awards 2008, and the car with “Best Styling and Design” at the CNBC-TV 18 Autocar Awards 2008, the BMW 5 Series continues to raise the bar this year. More convincingly than any other car in its class, the BMW 5 Series combines supreme style and presence, on the one hand, with sporting power and performance, on the other. The driving experience and superior comfort offered by the 5 Series Model Year 2008 reaches a new standard of perfection, with stronger diesel engines and innovative technology such as BMW Night Vision, available on the BMW 530i and 530d Highline.

Speaking on the occasion, Mr. Peter Kronschnabl, President BMW India said, “With the BMW 5 Series Model Year 2008 we have the pleasure of providing efficient engines, increased horsepower, and the latest in safety technology with BMW Night Vision, a technology unique to this car segment in India. Responding

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to the needs of our customers, we are proud to introduce the BMW 520d, the 530d and the 530d Highline. The BMW 5 Series is sheer driving pleasure in the luxury Business Class car segment, and it is our goal to continue providing our customers in India with the highest standards of all-round quality, safety, and perfection to ensure the highest levels of comfort and luxury.”

“The 5 Series Model Year 2008 was introduced with the objective of enhancing the diesel line-up in the premium segment of the Indian car market that has witnessed significant growth in the last few years”. Mr Peter Kronschnabl further added.

With more powerful and efficient engines, harmonious interior and exterior proportions, and the latest in innovative safety technology for night-time driving, the BMW 5 Series Model Year 2008 offers a perfect symbiosis of sporting performance, and supreme style that thrills discerning motorists the world over and raises the driving experience to a new, unprecedented level.

The ex-showroom prices of the BMW 5 Series in INR are as follows.

BMW 525i	:	40,90,000
BMW 530i	:	46,20,000
BMW 520d	:	36,90,000
BMW 530d	:	43,20,000
BMW 530d Highline	:	46,80,000

Note: Ex-showroom price excludes RTO registration charges, tax, insurance, handling charges; Octroi and entry tax (if applicable). Prices and options are subject to change.

Reflecting the high level of quality of the BMW 5 Series, the BMW 5 Series Model Year 2008 will be available in a range of refined colours: the new non-metallic Alpine White, metallic Black Sapphire, Monaco Blue, Titanium Silver and Platinum Grey. The Luxurious Upholstery Materials include Dakota leather with a choice of three new colours, Beige, Black and Natural Brown.

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BMW India

Headquartered in Gurgaon (National Capital Region) BMW India is a 100% subsidiary of the BMW Group. The initial investment in India is 1.1 billion Indian Rupees.

The wide range of BMW in India include the establishment of a production plant in Chennai (Tamil Nadu) and development of a dealer organisation across all metropolitan centres of the country.

In medium term, BMW India will employ around 200 people; up to 600 additional jobs will be created in the dealer and service network.

On 29 March 2007, BMW India officially opened its production plant in Chennai (Tamil Nadu) in the presence of Dr. Norbert Reithofer, Chairman of the Board of Management, BMW AG and Dr. Frank Peter Arndt, Member of the Board of Management, Production, BMW AG. The BMW Plant Chennai produces the BMW 3 Series and BMW 5 Series Sedans in petrol and diesel variants. The BMW Plant Chennai has a capacity to produce 3000 units per year on a single shift basis.

Presently, 11 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), Bavaria Motors (Pune), OSL Prestige (Kolkata) and Parsoli Motors (Ahmedabad). 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 includes 12 dealers covering all metropolitan centres of the country by the end of 2008.

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BMW dealerships will display the BMW 3 Series (325i, 320i and 320d, 320d Highline) and BMW 5 Series (525i, 530i, 520d, 530d and 530d Highline) 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 New BMW M3 Coupé, BMW M5 Sedan, BMW M6 Coupé, BMW M6 Convertible, BMW 7 Series Individual and BMW 6 Series Individual can be ordered at BMW India dealerships from January 2008.

BMW India has partnered with Bajaj Allianz General Insurance for offering motor insurance and with ICICI Bank to offer customised financial solutions for its customers. These products and services are offered through the BMW Financial Services.

BMW India has also established an International Purchasing Office (IPO) at its Headquarters in Gurgaon. The IPO will focus on the development of exports from India to the BMW Group International Production Network and there work towards increasing the sourcing share from India over the next years. The activities include the identification and assessment of potential suppliers taking into account BMW's requirements for quality, technology and logistics. The IPO will explore procurement of production material (components) as well as IT and Engineering Services.

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