



Press and Corporate Affairs

Media Information
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BMW Studio Premieres in New Delhi

BMW India offers a pioneering brand experience for exclusive BMW customers

New Delhi. BMW India today announced the opening of the BMW Studio in New Delhi. Designed as a unique multi-dimensional space, the BMW Studio will offer an overall, all-round experience of the BMW.

Commenting on the occasion, Mr. Peter Kronschnabl, President BMW India said, "The BMW Studio is conceptualised to offer an experience that fully meets our customers' requirements and make best use of the brand's strength. We are confident that the BMW Studio will provide an exclusive BMW experience coupled with excellent service and the perfect ambience. The BMW Studio has evolved from fresh thinking that will align our thoughts and actions to the evolving aspirations of our customers."

BMW Studio will facilitate a unique encounter between BMW and BMW Customers. The BMW Studio will further reinforce the emotional connect that BMW enthusiasts share with BMW.

The 1600 sq feet BMW Studio, located in the heart of New Delhi at Janpath, can accommodate 25-30 guests, and will be open from Monday-Saturday from 10:00 a.m. to 8:00 p.m. The studio will have one car displayed inside and one test car standing outside. The BMW Studio will be managed by a BMW Studio Manager who will be supported by well trained staff from the hospitality industry.

The BMW Studio will also showcase a wide range of BMW lifestyle products. The products extend from classic BMW lifestyle products such as BMW shirts and jackets, sports products in golfing, kids' mobility equipment, car miniatures, Original Accessories, Baggage and luggage.

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 7 August 2008
Subject BMW Studio Premieres in New Delhi
Page 2

Since experiencing the World of BMW with all one's senses is particularly important, the BMW Studio offers culinary enjoyment and entertainment of the highest standards for customers or participants of an event. The exclusive partner for culinary excellence is Olive's Kitchen from Delhi.

The BMW Studio offers a novel value enhancement by housing a full-fledged Business Centre, which is available for exclusive use by BMW owners. The studio will be WiFi enabled. BMW owners can pre-book the BMW Studio for business or personal meetings and events. A library of BMW Books, BMW Music and BMW Films will also enhance the brand appeal of the BMW Studio.

The BMW Studio offers customers and enthusiasts a unique opportunity to experience the BMW brand and the company from virtually every perspective.

BMW India Private Limited

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. The BMW Plant Chennai produces the BMW 3 Series and BMW 5 Series Sedans in petrol and diesel variants and has a capacity to produce 3000 units per year on a single shift basis.

Presently, 12 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

Media Information
Date 7 August 2008
Subject BMW Studio Premieres in New Delhi
Page 3

(Pune), OSL Prestige (Kolkata), Parsoli Motors (Ahmedabad) and Koyenco Prestige (Kochi) . 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.

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. BMW dealerships will also display the 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.

BMW India has partnered with Bajaj Allianz General Insurance for offering motor insurance and with ICICI Bank to offer customised financial solutions and ORIX Auto Infrastructure Services Limited for leasing services 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.

If you have any queries, please contact:

Corporate Communications

Abhay Dange, General Manager Press and Corporate Affairs

Media Information

Date 7 August 2008
Subject BMW Studio Premieres in New Delhi
Page 4

Cell: +91 9910481013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612,
Email: Abhay.Dange@bmw.in

Shalini Gunashekhar, Vox Public Relations
Cell: +91 9810947771, Tel: + 91 11 4061 3003, Fax: + 91 11 4016 3011, Email:
Shalinig@voxpr.co.in

Internet: www.bmw.in