



Press and Corporate Affairs

Media Information
13 November 2008

BMW announces National Winners of Première series of the BMW Golf Cup International 2008 in India

National Winners from India to participate for the first time in International World Finals of BMW Golf Cup International 2008 Buenos Aires, Argentina

New Delhi. BMW India announced two National Winners of the Première series of the BMW Golf Cup International 2008, which was held in India across five cities – Chennai, Bangalore, Pune Mumbai and Delhi. The tournament, organized by BMW India Dealerships in these cities, took place between 6 September and 25 October, 2008, with the national final occurring on 8 November 2008 in the National Capital Region (Gurgaon) at the DLF Golf & Country Club.

The two National Winners in each of the two handicap categories, Mr. Rahul Sood (Category A for handicaps 0 -12) and Mr. Rudratej Singh (Category B for handicaps 13-28) competed against the winners, runners-up and second runners-up of the individual handicap categories from five cities to win the India title. The National Winners from India will participate for the first time in the International world finals in Buenos Aires, Argentina on 1-6 December 2008.

Speaking on the occasion, Mr. Peter Kronschnabl, President BMW India said, "With its blend of performance, style and passion, BMW Golf Cup International perfectly complements BMW's brand values of dynamic evolution and aesthetic expression. Golf is exclusive, elegant and stylish and thereby, a perfect match for the brand's premium character. It gives us immense pleasure to have Mr. Rahul Sood and Mr. Rudratej Singh represent India for the first time at the finals in Argentina, competing against the top winners from 50 countries. We wish them luck and also look forward to having them participate in BMW's Première series of the Golf Cup International in India in 2009."

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Other category winners were Mr. P S Sandhu – the longest putt on hole no. 18, Mr. Suresh Virmani – the straightest drive on hole no. 5, Kunal Banker – closest to the pin on hole no. 16 and Mr. Amit Luthra – longest drive on hole no. 12 (279 yards). In Category B (handicaps 13 to 28), Mr. Tarun Oberoi emerged as the second runners-up while Mr. Raj Bhargava was declared the runners-up. Similarly for Category A (handicaps 0 to 12), Mr. Ranjan Kapoor emerged as the second runners-up while Mr. Nauhar Rana was declared the runners-up.

The BMW Première series of the BMW Golf Cup International 2008 included two handicap categories and players were required to provide tournament management with a current confirmation of their handicap, issued by their golf club. No player was permitted to participate in more than one tournament. Tournament participants were amateur golfers comprising of BMW owners or prospective buyers who were interested in participating in the tournament and were identified by the dealers from the respective cities. The tournaments were held in accordance with the rules of the respective local golf club. The winners, runners-up and second runners-up of the individual handicap categories qualified for the national final.

BMW Golf Cup International

One of the world's largest amateur golf tournament series can trace its roots back a quarter of a century to a British-based initiative that ran on its own for five years before going international. The tournament started as the BMW Invitation Tournament in the UK. The original concept began in 1982 with six regional rounds, organized through British BMW dealerships, culminating in a final at The Belfry.

From 1983 to 1985, the final venue switched to Wentworth, hosting golf club of the BMW PGA Championship since 2005, and then in 1986 it moved to Turnberry in Scotland, where it has remained ever since. From those beginnings, the global event has grown to about 1,000 qualifying tournaments

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involving 100,000 players in up to 50 countries before arriving at the pinnacle with the BMW Golf Cup International World Final.

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 (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

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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.

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