



Press and Corporate Affairs

Media Information

22 January 2009

BMW India introduces the New BMW 3 Series in India

Combining elegance with a unique driving experience the New BMW 3 Series now offers a striking new design with new generation iDrive and 80 GB hard drive

New Delhi. BMW India will roll out the new BMW 3 Series for India from BMW dealerships across India from January this year.

The new BMW 3 Series now boasts of redefined physical contours that include a new vehicle front, side view, and rear section. The new BMW 3 Series will be available in two petrol variants – 320i and 325i – and with two diesel variants – 320d and 320d Highline.

Speaking on the occasion, Mr. Peter Kronschnabl, President BMW India said, “We are proud to introduce the new BMW 3 Series in India. Offered in both diesel and petrol variants, the new BMW 3 Series has innovative physical dimensions that further emphasize the vehicle’s powerful appearance and sporty character. The new generation of the BMW iDrive operating system also premieres in India with the new BMW 3 Series for the activation and control of entertainment, information and telecommunications functions. It is our goal to ensure that the new BMW 3 Series will be unsurpassed when it comes to 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.”

With powerful and efficient engines, changed exterior proportions, innovative lighting technology with 3D effects, the new BMW iDrive system and new interiors combined with innovative safety technology, the new BMW 3 Series offers a perfect symbiosis of sporting performance, and supreme style that thrills

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discerning motorists the world over, a continued testament to why the BMW 3 Series has remained the most widely selling premium vehicle in the world.

The ex-showroom prices of the new BMW 3 Series in INR are as follows.

BMW 325i	:	32,90,000
BMW 320i	:	26,90,000
BMW 320d	:	29,50,000
BMW 320d Highline	:	30,50,000

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 3 Series, the new BMW 3 Series will be available in a range of six paint finishes including two new metallic finishes in the colours Space Grey and Platinum Bronze. With high-quality materials and expressive colors, the driver can express his individual personality in many ways when selecting an interior. In terms of individual upholstery design there are a total of four colors available for the seat covers in Dakota leather including the two new colours Oyster and Saddle Brown.

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 major 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.

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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 Platino Classic (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.

BMW India will further strengthen the dealer network by stepping into Phase II, by expanding into the markets of Ludhiana, Bhubaneshwar, Jaipur and Coimbatore, by the end of 2009.

BMW dealerships presently 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 also display the BMW 6 Series (650i Coupé and 650i Convertible), BMW 7 Series (750Li), BMW X3 (X3 xDrive25i, X3 xDrive20d) and the BMW X5 (X5 xDrive48i and X5 xDrive30d) which are available in the country as CBU's (completely built-up units). The BMW M3 Coupé, BMW M3 Convertible, BMW M5, BMW M6 Coupé, BMW M6 Convertible, BMW 6 Series Individual and BMW 7 Series Individual can also be ordered at BMW India dealerships.

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

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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.

BMW Financial Services

BMW Financial Services is currently active in more than 50 countries worldwide offering competitive financial solutions for BMW and MINI customers. In 20 countries, BMW Financial Services offers its services through leading local banking and insurance partners.

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.

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