



Press and Corporate Affairs

Media Information

26 February 2009

BMW India announces the opening of Infinity Cars showroom in Worli, Mumbai

Mumbai. BMW India announced the opening of Infinity Cars showroom in Worli, its dealership facility in Mumbai.

Infinity Cars brings to Mumbai the BMW standards of sales and service and the same international experience as any BMW dealership worldwide. The new showroom is located at Seth Motilal Sanghi Marg, opposite Nehru Planetarium in Worli and the workshop is located in Chembur. The showroom and workshop are headed by Ms. Pooja Choudary, Managing Director, Infinity Cars.

Commenting on the occasion, Mr. Peter Kronschnabl, President, BMW India said, "Today we are proud to launch an innovative concept of a car showroom in India. This BMW showroom will be the first of its kind, split in two levels with a reception area on the ground floor, and a car display on the first floor that has evolved on the signature-BMW concept of street display and the pavement flanking alongside the customer area."

"Our partnership with Infinity Cars in Mumbai has been very successful and is reflective of BMW's efforts to connect with its consumers and provide high quality services that are at par with international standards. We are confident that this partnership in Mumbai, the financial capital of India, will significantly add momentum to our ambitions in India," Mr. Kronschnabl added further.

The Infinity Cars showroom covers nearly 7000 sq ft of space and offers the customers a unique retail environment. All operations related to sales are efficiently covered from the space, which ensures comfort to the customer at the point of sales.

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The approximate area of the Infinity Cars workshop in Chembur is 18,000 sq ft and has 9 service bays that can service 35 to 40 vehicles a day.

Ms. Pooja Choudary, Managing Director, Infinity Cars said, "Working with BMW in Mumbai for the last two years has been a very enriching experience. It is an exciting opportunity for us as BMW symbolizes dynamic forward moving people and is among the most coveted premium brands in India. We are fully committed to this partnership and look forward to an exciting time ahead."

As with every other BMW dealership, Infinity Cars has provided its staff intense training in management of sales, service, spare parts and business systems to ensure customers receive best-in-class pre and post sales ownership experience. A team of service engineers have also been trained at BMW's training centers in Singapore, Malaysia and Germany.

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.

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.

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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 Latino 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), the BMW X5 (X5 xDrive48i and X5 xDrive30d) and the BMW X6 (X6 xDrive50i and X6 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 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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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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