



## Press and Corporate Affairs

Media Information  
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### **New BMW Showroom and Workshop launched in West Delhi by Deutsche Motoren.**

**New Delhi.** BMW India announced the opening of the new showroom and workshop facility by Deutsche Motoren in West Delhi. Located at Shivaji Marg, Moti Nagar, West Delhi, this is the second facility in New Delhi from Deutsche Motoren. The showroom and workshop are headed by Mr. Yadur Kapur, Dealer Principal, Deutsche Motoren.

Mr. Peter Kronschnabl, President, BMW India said, "BMW India dealerships are presently leading in offering high quality services that are at par with international standards. Deutsche Motoren is our flagship dealership in New Delhi, and we are pleased to see further expansion of Deutsche Motoren in order to support our growing sales in the region."

Deutsche Motoren is fully equipped to manage this 4S facility comprising of sales, service, spare parts and business systems to ensure that customers receive best-in-class pre and post sales ownership experience.

Mr. Yadur Kapur, Dealer Principle, Deutsche Motoren said, "Our partnership with BMW India has consistently been successful with premium customers in New Delhi. In order to serve our growing clientele with the same enthusiasm and passion we are proud to launch our second BMW showroom and workshop facility in Delhi."

The facility is spread over 11,500 sq ft. The showroom can display up to three BMW cars and offers the customers a unique retail environment. The showroom is evolved on the signature-BMW concept of street display and the pavement flanking alongside as the customer area. 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 workshop has 3 service bays and offers customers a high quality service experience which ensures comfort at all times. The facility will have a staff of 15 people.

As with every other BMW dealership, Deutsche Motoren has provided its staff intense training in management of sales, service, spare parts and business systems to ensure that 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.

If you have any queries, please contact:

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