

BMW Plant Chennai rolls out the 25000th car.**With 4457 units delivered to customers, BMW India maintains momentum as the Number One luxury car manufacturer in 2012.**

Chennai. BMW Plant Chennai rolled out the 25000th car from its assembly line today.

Mr. Juergen Eder, Managing Director, BMW Plant Chennai said, "It is with great excitement that BMW Plant Chennai rolls out the 25000th car assembled in India. BMW Group India is the leader in the luxury car segment and; with the increasing demand for BMW cars, BMW Plant Chennai will play an important role in ensuring the company's long-term success. It has taken us less than six years to achieve this milestone and I would like to congratulate the team at BMW Plant Chennai for contributing to the continuous growth in production with highest quality standards."

BMW India has registered retail sales of 4457 cars (delivered to customers) in the calendar year 2012 (January – 550, February – 736, March – 1083, April – 712, May – 626, June – 750).

Dr. Andreas Schaaf, President, BMW India said, "BMW India continues its success story in 2012 by maintaining its momentum in the leadership position in Indian luxury car segment. We understand the Indian luxury consumer and are confident of maintaining our Number One position in the luxury car segment with an emotional and exciting product portfolio, innovative services and strong customer affinity towards the BMW brand."

With 9371 cars delivered to customers in the calendar year 2011, BMW India achieved leadership position in the luxury car segment in India for the third consecutive year.

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BMW India

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested 1.8 billion Indian Rupees. The wide range of BMW activities in India include the establishment of a production plant in Chennai, a parts warehouse in Mumbai and development of a dealer organisation across major metropolitan centres of the country. The BMW Plant Chennai produces the BMW 3 Series, the BMW 5 Series and the BMW X1 in petrol and diesel variants. The new BMW X3 is produced in diesel variants. The BMW Plant Chennai has the capacity to produce 11,000 units per year on a double shift basis.

The total number of employees at BMW India is 650. More than 1200 additional jobs have been created in the dealer and service network.

BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has also set very high standards in service quality and customer care. Currently, BMW India has 25 outlets in the Indian market. By end of 2012, BMW India will aggressively expand its dealer network by increasing the number of outlets to 40 across major metropolitan centers and emerging markets in India.

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