



## **Press and Corporate Affairs**

Media Information  
November 1, 2012

### **JOY arrives in Lucknow.**

### **BMW India announces the opening of Speed Motorwagen Lucknow.**

**Lucknow.** BMW India announced the opening of Speed Motorwagen, a fully equipped 4S dealership facility, in the capital city of the Indian state of Uttar Pradesh.

The opening of Speed Motorwagen brings the BMW standards of sales, service, spares and systems to Lucknow coupled with an international experience like any BMW dealership worldwide.

The new fully equipped dealership of Speed Motorwagen is located at 12.2 kms Faizabad Road, Chinhat, Lucknow. The dealership is headed by Mr. Divij Narain, Managing Director, Speed Motorwagen.

Mr. Philipp von Sahr, President, BMW Group India said, "BMW is the most admired premium auto manufacturer and has continued to set new benchmarks in India. A decisive factor in maintaining our leadership in India has been the development of the BMW dealer network of international standards at important commercial centers across the country. Uttar Pradesh is one of the most important markets for BMW and holds great promise in the future. With the launch of Speed Motorwagen Lucknow, we are committed to set new benchmarks and provide high quality service experience to our customers and prospects in the region."

Spread over 24000 sq ft, the new dealership has an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory.

The design of the showroom is based upon Reception at the Car (RATC) and Urban Street Display concept which is a signature BMW layout with a consultation lounge, sales and after sales desk close to the display area.

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The showroom can display up to 9 cars and the workshop is equipped with 10 service bays that can service up to 40 cars per day.

Mr. Divij Narain, Director, Speed Motorwagen said, "We are proud of our association with BMW India. The foundation of this association is based on bringing very high standards in sales and service of premium automobiles. We are fully committed to provide premium brand experience to consumers in Lucknow with the launch of Speed Motorwagen."

The dealership will employ around 20 people. As with every other BMW dealership, Speed Motorwagen Lucknow 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.

If you have any queries, please contact:

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