



Press and Corporate Affairs

Media Information

25 January 2013

JOY has a new address in Mumbai.

BMW India launches Infinity Cars showroom in Mumbai.

Mumbai. BMW India unveiled the new Infinity Cars showroom in Mumbai.

The new Infinity Cars showroom is located at Maker Chamber- 6, 1-B, Ground Floor, Nariman Point, Mumbai and is headed by Ms. Pooja Chaudhry, Managing Director, Infinity Cars.

Mr. Philipp von Sahr, President, BMW Group India said, "As part of our vision for sustainable growth, BMW India is committed towards strengthening the BMW dealer network of international standards at all important commercial centers across the country. We will continue to invest in our network to cater to the growing clientele and are happy to add one more location to spread JOY in the financial capital of India."

Spread across 2900 sq ft, the design of the showroom is based upon Urban Street Display concept which is a signature BMW layout with a consultation lounge and sales desk close to the display area. The Infinity Car showroom will display 3 cars in an urban street display style.

"Five years ago, BMW changed the face of Indian luxury car segment and set a decisive course with introduction of world-class premium dealerships that presented an unparalleled experience to the premium clientele. By end of 2014, BMW India will aggressively expand its dealer network by increasing the number of sales outlets to fifty across major metropolitan centers and emerging markets in India from thirty-four at present." Mr. Philipp von Sahr further added.

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Ms. Pooja Chaudhry, Managing Director, Infinity Cars said, "Our partnership with BMW India started six years ago and since then every year has been full of success and tremendous growth. As we enter 2013, we are proud to take our relationship with BMW India to the next level. With the launch of a new showroom at Nariman Point, Infinity Cars will get the opportunity to reach out to more of our valued customers in the city. We are fully committed to our partnership with BMW India and look forward to provide high quality services to our growing clientele in Mumbai."

Launched in 2006, Infinity Cars represents BMW in Mumbai, Maharashtra and Indore, Madhya Pradesh. In addition to the newly launched showroom at Nariman Point, Infinity Cars presently has its main showroom at Worli. To provide after-sales support to BMW customers, Infinity Cars has four workshops located at Worli, Chembur, Mahalaxmi and Navi Mumbai. Infinity Cars employs close to 300 people who have received intense training in Sales, Service, Spare parts and Business Systems to ensure customers receive best-in-class pre and post sales ownership experience. A team of sales and service engineers have also been trained at BMW's training centers in Singapore, Malaysia and Germany.

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