



## Press and Corporate Affairs

Media Information

31 January 2013

### **JOY gets a new address in Raipur.**

BMW India unveils the new Munich Motors dealership in Raipur.

**Raipur.** BMW India announced the opening of a fully integrated dealership of Munich Motors in Raipur.

The new Munich Motors dealership is located at Ring Road No.1, Sarona, Raipur and is headed by Mr. Prashant Mandhan, Managing Director, Munich Motors.

Mr. Philipp von Sahr, President, BMW Group India said, “BMW India is committed towards the development of a BMW dealer network of international standards at all important commercial centers across the country. Having understood its importance as an important regional center, BMW India first established its presence in Raipur in 2011. With the introduction of our new full-fledged 4S facility comprising sales, service, spares and systems, we are happy to strengthen our commitment to customers in the region. Raipur continues to play an important role in BMW’s market offensive and with the launch of our new facility, we will continue to set new benchmarks in the premium car market in the region.”

“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 50 across major metropolitan centers and emerging markets in India from 34 at present.” Mr. Philipp von Sahr further added.

Spread over 38000 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.

Company  
BMW India  
Private Limited

A BMW Group Company

Postal address  
BMW India  
DLF Cyber City – Phase II  
Building No. 8 – Tower B  
7<sup>th</sup> Floor  
Gurgaon 122002  
Haryana, India

Telephone  
+ 91 124 4566 600

Internet  
[www.bmw.in](http://www.bmw.in)

## Media Information

Date 31 January 2013

Subject JOY gets a new address in Raipur.

Page 2

While the design of the showroom is based on the Urban Street Display concept which is a signature BMW layout, the design of the workshop is based upon Reception at the Car (RATC) with a consultation and service lounge in the after sales area.

The showroom can display 7 cars and the workshop is equipped with 10 service bays that can service up to 40 cars per day.

Mr. Prashant Mandhan, Managing Director, Munich Motors said, "The foundation of our association with BMW India which started in 2011 is based on providing very high standards in sales and service of premium automobiles. As we enter 2013, we are proud to take our relationship with BMW India to the next level with the launch of a new fully integrated facility in Raipur. We are very proud of the growth that we have experienced with BMW India and will always be committed to deliver the best to our premium clientele in Raipur and the region in every possible way."

Launched in 2011, Munich Motors represents BMW in Raipur, Chhattisgarh and Nagpur, Maharashtra. Munich Motors employs close to 30 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.

If you have any queries, please contact:

### **BMW Group India**

Abhay Dange, Director, Press and Corporate Affairs

Cell: +91 99 104 81013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: Abhay.Dange@bmw.in

Kapil Sharma, Press and Corporate Affairs

Cell: +91 97 171 80202 Tel: + 91 124 4566 938 Fax: + 91 124 4566 612 Email: Kapil.Sharma @bmw.in

Internet: [www.bmw.in](http://www.bmw.in)