

Media Information

29 January 2014

BMW gears up for Auto Expo 2014 with 'i', 'M' and 'X'.

Greater Noida. BMW Group will participate in Auto Expo 2014 with BMW and MINI at Hall No. 15, India Expo Mart, Greater Noida.

BMW will strengthen its momentum in 2014 by spearheading 'Sheer Driving Pleasure' with powerful letters like 'i', 'M' and 'X'. BMW India will present the BMW i8, the all-new BMW M6 Gran Coupe and the all-new BMW X5.

BMW India will launch the all-new BMW 3 Series Gran Turismo at the Auto Expo 2014.

The time for the press conferences on **5 February 2014** are as below:

BMW 5.20 pm

MINI 5.40 pm

Mr. Philipp von Sahr, President, BMW Group India will address the press briefings for BMW and MINI and will share the market strategy in India for the year 2014.

The main highlight at the BMW Pavilion in Auto expo 2014 will be the introduction of BMW i in India. BMW i stands for visionary electric cars and mobility services, inspiring design and a new understanding of premium that is strongly defined by sustainability.

The BMW Pavilion will also display the BMW 1 Series, the BMW 3 Series, the BMW 5 Series, the BMW X1, the BMW X3, the BMW Z4 and the BMW 7 Series.

MINI India will launch the MINI John Cooper Works in India with an exclusive range of John Cooper Works Accessories. The MINI pavilion will also display MINI Cooper S, the MINI Cooper Convertible, the MINI Cooper S Countryman and the MINI Cooper D Countryman.

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