



Press and Corporate Affairs

Media Information

10 January 2011

Number One. BMW India ranks Number One in the Indian luxury car segment for the second consecutive year.

BMW India records “Highest sales by a manufacturer in the Indian luxury car segment in a year.”

With 73% growth in sales in 2010, BMW India achieves over 40% market share of the luxury car segment.

New Delhi. With **6246** cars delivered to customers in the calendar year 2010, BMW India has achieved leadership position in the luxury car segment in India for the second consecutive year.

In 2010, BMW India sold –

Product	Units
The BMW 3 Series	2432
The BMW 5 Series	2403
The BMW 6 Series	12
The BMW 7 Series	535
The BMW X1	187
The BMW X3	28
The BMW X5	228
The BMW X6	189
The BMW Z4	82
The BMW Gran Turismo	150
Total	6246 (73% growth over 2009)

Dr. Andreas Schaaf, President, BMW India said, “Our commitment to India is amongst the strategic decisions of the BMW Group. In 2010, we embarked on the second wave of India market offensive with a very carefully planned and passionately executed business strategy. I am truly impressed with the entrepreneurial foresight, willingness to perform and adaptability to challenges that everyone at BMW India has demonstrated. Together with our dealer partners, we have established the strategic direction required for BMW Group’s future success

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A BMW Group Company

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in India.”

The total BMW India sales in 2010 grew by 73% over last year. The BMW 3 Series sales registered a growth of over 111%, the new BMW 5 Series of 51% and the BMW 7 Series of 53%.

“We live by Premium: Our strong brand creates highly desired cars, cars with future, vehicles that inspire our customers – and will take our company to a new dimension through their success. The BMW 3 Series, the new BMW 5 Series, the new BMW 7 Series and the newly launched BMW X1 are stars from the BMW portfolio that will take our company to new heights through their success” said Dr. Andreas Schaaf.

In 2010, BMW India achieved market share of over 40 % in the luxury car segment of the Indian automotive market.

BMW Group took a bold step in its Asia Strategy in 2007 by establishing the BMW India headquarters in Gurgaon (National Capital Region), a Central Parts Warehouse in Mumbai and the BMW Plant Chennai in Tamil Nadu. Presently, the BMW Plant Chennai produces the BMW 3 Series, the BMW 5 Series and the BMW X1 in petrol and diesel variants and has a capacity to produce 8000 units per year on a single shift basis. In medium term, BMW India has employed around 400 people; up to 1200 additional jobs have been created in the dealer and service network. Presently, BMW India is present at 20 locations in the Indian market.

If you have any queries, please contact:

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