

Media Information

3 April 2014

BMW Group Training Centre commences operations in India.

Gurgaon. BMW Group achieved yet another milestone in India with the commencement of a state-of-the-art BMW Group Training Centre in Gurgaon.

A benchmark amongst the BMW Training Centres worldwide, the new BMW Group Training Centre is built on 2.2 acres of land and has the resources to provide training for all BMW Group brands in the market.

Set up with an initial investment of 160 million Rupees, the training centre is an addition to the wide range of activities BMW Group has in India, including the establishment of a manufacturing plant in Chennai, a parts warehouse in Mumbai and development of a dealer organisation across major metropolitan centres of the country.

Mr. Philipp von Sahr, President, BMW Group India said, "The BMW Group Training Centre is an extension of BMW Group's commitment to India. BMW is the strongest and the most trusted luxury automotive brand in the country. We offer our customers exclusively authentic premium luxury products, which are differentiated by their emotional appeal, uncompromising engineering, innovative technology and outstanding service. This training centre will allow us to provide intensive training in Sales, Service, Parts and Business Systems to BMW Group India associates and our retail network to ensure customers receive best-in-class pre and post sales ownership experience."

The building houses eight training units for Non-technical, Technical and Body trainings; a Brand and Customer Institute; three conference rooms and a sizeable office area. The high-tech tools and equipment at the facility provide a

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training experience of international standard. The maximum capacity of this future-ready Training Centre is 18,000 Training Man-Days (TMD) per year.

The training centre will be available not only to Indian but also overseas associates in the future. All training programs will be conducted by BMW Group Certified trainers.

If you have any queries, please contact:

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