



Press and Corporate Affairs

Media Information

25 June 2014

The all-new BMW X5 rolls out of BMW Plant Chennai.

Overwhelming demand pushes waiting period to three months.

Chennai. The BMW Plant Chennai will roll out the all-new BMW X5 today. Initial deliveries of the all-new BMW X5 in India will commence by June end.

An overwhelming demand for the all-new BMW X5 in the market has pushed the waiting period to three months.

The all-new BMW X5 was launched on 29 May 2014 in Pune. The BMW X5 xDrive30d is locally produced at BMW Plant Chennai in diesel variant.

Mr. Philipp von Sahr, President, BMW Group India said, "The all-new BMW X5 takes things to a new level with more sportiness, spaciousness and comfort, offering customers a 'luxury all-roader' that meets the most exacting and varied demands. The third generation BMW X5 has received tremendous customer response and excitement since it was first displayed at the Delhi Auto Expo 2014. In fact, the first customer booking for the all-new BMW X5 was received at the expo itself. We might also consider ramping up the production to meet the huge demand in the Indian market."

Speaking on the occasion, Mr. Robert Frittrang, Managing Director, BMW Plant Chennai said, "We are excited to roll out the third generation of the world's most successful 'Sports Activity Vehicle' from BMW Plant Chennai. The team at BMW Plant Chennai will build the all-new BMW X5 with highest standard of quality, distinguished workmanship and uncompromising engineering. Indian consumers strongly associate the BMW brand with exclusively authentic luxury products. We are confident that the all-new BMW X5 produced in Chennai will further increase our momentum in the Indian luxury car segment."

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The BMW X5 – the founder of the Sports Activity Vehicle segment and globally best-selling car in its class – is entering a new chapter in its successful history. The all-new BMW X5 sees BMW once again setting the benchmark for powerful design, interior spaciousness and luxury, versatility, driving pleasure, efficiency and innovative equipment features. With the all-new BMW X5, the ‘Luxury All-Roader’, the Indian luxury consumers can extend their luxury experience beyond the realm of their houses or work places.

The all India ex-showroom price of the BMW X5 xDrive30d Design Pure Experience is INR 70,90,000.

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