



Press and Corporate Affairs

Media Information
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BMW launches the largest dealership facility in the luxury car segment in India.

Gurgaon. BMW India announced the opening of the second sales and service facility of Bird Automotive, its dealer partner in Gurgaon.

Spread over 110,000 sq ft, the ultra modern 4S facility has a classy showroom integrated with an advanced after-sales service facility featuring Sales, Service, Spare parts and Business Systems to ensure that customers receive best-in-class pre and post sales ownership experience.

Commenting on the occasion, Dr. Andreas Schaaf, President, BMW India said, "This new 4S facility of Bird Automotive is our biggest dealership facility in India and we are certain that this will add further momentum to our ambitions in North India. Our partnership with Bird Automotive has been very successful in offering exclusive and premium services to our expanding customer base."

Bird Automotive has brought to Gurgaon the BMW standards of sales and service and the same premium experience as other BMW dealerships worldwide since 2007. The new showroom is located at Industrial Development Colony, Gurgaon and is headed by Mr. Gaurav Bhatia, Director, Bird Automotive.

"Since the last 3 years, our association with BMW India has been very successful and tremendously exciting. This facility is not merely an extension of our operations here in Gurgaon but it is a firm commitment to serve our growing clientele with more enthusiasm and passion than in the past." said Mr. Gaurav Bhatia, Director, Bird Automotive.

The design of the showroom is based upon Reception at the Car (RATC) and Urban Street Display concept which is a Signature BMW layout with a Consultation Lounge and Sales Desk close to the display area. The showroom will display up to 9 cars in an urban street

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display style. The workshop has 14 service bays and 3 diagnostic bays that can service up to 60 cars per day. Bird Automotive has employed over 100 people in Gurgaon.

As with every other BMW dealership, Bird Automotive has provided its staff intense training at BMW's training centers in Singapore, Malaysia and Germany.

BMW India

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group.

Till September 2010, BMW Group has invested 1.1 billion Indian Rupees. BMW Group's investment in India will be increased to 1.8 billion Indian Rupees by the end of 2012.

The wide range of BMW activities in India include the establishment of a production plant in Chennai (Tamil Nadu) and development of a dealer organisation across major metropolitan centres of the country.

On 29 March 2007, BMW India officially opened its production plant in Chennai. The BMW Plant Chennai produces the BMW 3 Series and BMW 5 Series sedans in petrol and diesel variants. The BMW Plant Chennai has the capacity to produce 5400 units per year on a single shift basis. By end of 2010, BMW Plant Chennai will also start producing the BMW X1.

BMW India will employ around 400 people by end of 2010. Up to 1200 jobs will be created in the dealer and service network in 2011.

BMW India has set a decisive course in India by setting up BMW dealerships of international standards across all metropolitan centres of the country. In Phase I of the Dealer Network Strategy, BMW India established 12 BMW outlets in major metropolitan centres by the end of 2008 (much ahead of its original schedule). In 2011, BMW India will aggressively expand its dealer network by increasing the number of outlets to 22 across major metropolitan centres and emerging markets in India (from the present 18 outlets).

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