



Press and Corporate Affairs

Media Information

13 July 2010

The new BMW 5 Series rolls out of BMW Plant Chennai.

Chennai. The BMW Plant Chennai will roll out the new BMW 5 Series today. Deliveries of the new BMW 5 Series in India will commence by July end.

Speaking on the occasion, Mr. Juergen Eder, Managing Director, BMW Plant Chennai said, "The BMW 5 Series is the core product in our model range and has significantly contributed to the image and success of BMW in India. The team at BMW Plant Chennai is proud to roll out the new 5 Series with highest standards of quality, distinguished workmanship and uncompromising engineering. We are confident that the new BMW 5 Series produced in Chennai will further increase our momentum in the Indian luxury car segment."

The new BMW 5 Series was launched in India on 30 April 2010 in Mumbai with two petrol variants – 535i and 523i and two diesel variants – 530d and 525d. The 523i, 530d and 525d are produced as CKD (completely knocked-down) units at the BMW Plant Chennai. The 535i is available as a CBU (completely built-up unit).

BMW India has sold over 3700 units of the 5 Series in India since 2007 which has accounted for more than fifty percent of the company's sales.

Splendid design, flawless workmanship, driver orientation with ideally placed instruments and intuitive operation, the new BMW 5 Series embodies a formula to captivate the senses. The new BMW 5 Series is everything a BMW sedan is meant to be: aesthetic, dynamic and efficient. The new BMW 5 Series has established itself as an icon of mobility and is recognised as the incomparable sedan on the road today.

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