



Press and Corporate Affairs

Media Information

15 June 2011

JOY gets a new address in Pune.

BMW India unveils the new Bavaria Motors showroom in the heart of Pune.

Pune. BMW India unveiled the new showroom of Bavaria Motors at premium location on Wellesley Road, Camp in Pune. The dealership is headed by Mr. Vishal Agarwal, Managing Director, Bavaria Motors.

Dr. Andreas Schaaf, President, BMW India said, "Pune is clearly one of India's most vibrant cities and hence is an important market for BMW. We are very happy to formally announce the opening our new showroom located right in the heart of the city. The facility is not merely an extension of our operations here in Pune but is a firm commitment to serve our customers in the best possible way with the highest level of enthusiasm and passion for the brand. It sets a new standard for the premium market here in Pune."

"BMW India has achieved leadership in the luxury car segment for the second consecutive year and is expanding the dealer network across the country. With our partnership with Bavaria Motors, we will reach out to more of our customers in Maharashtra in the right manner and consistently provide them with the best products and services that are at par with international BMW standards." Dr. Andreas Schaaf further added.

Mr. Vishal Agarwal, Managing Director, Bavaria Motors said, "BMW India has established itself very strongly in the Indian market and clearly the same goes for Pune. We have been a BMW dealer partner since 2007 and this journey has been tremendously exciting and enriching for us. In 2011, we are proud to take our relationship with BMW India to the next level. We are fully committed to our partnership with BMW India and look forward to provide high quality services to our growing clientele in Maharashtra."

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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 six cars in an urban street display style.

Bavaria Motors' fully equipped service facility is located at Nagar Road and has a diagnostic bay and three service bays that can service up to 18 cars per day.

The dealership employs around 75 people. As with every other BMW dealership, Bavaria Motors has provided its staff intense training in management of sales, service, spare parts and business systems to ensure customers receive best-in-class pre and post sales ownership experience. A team of service engineers have also been trained 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.

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

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, BMW 5 Series and the BMW X1 in petrol and diesel variants. From second quarter of 2011, BMW Plant Chennai will also produce the new BMW X3 in petrol and diesel variants.

The BMW Plant Chennai has the capacity to produce 10000 units per year on a single shift basis.

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BMW India employed 400 people by end of 2010. Up to 1200 jobs will be created in the dealer and service network by end of 2012.

BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has set a decisive course in India by setting up BMW dealerships of international standards across all metropolitan centres of the country. BMW India has set very high standards in service quality and customer care in India.

By end of 2012, BMW India will aggressively expand its dealer network by increasing the number of outlets to 40 across major metropolitan centres and emerging markets in India (from the present 24 outlets).

Currently, BMW India is present at 24 locations in the Indian market; BMW Studio (New Delhi), Deutschen Motoren (New Delhi), Deutschen Motoren (West Delhi), Bird Automotive (Gurgaon), Bird Automotive (Ambience Mall, Gurgaon), Navnit Motors (Mumbai), Infinity Cars (South Mumbai), Infinity Cars (Indore), Krishna Automobiles (Chandigarh), Navnit Motors (Bangalore), Navnit Motors City Showroom (Bangalore), Kun Exclusive (Hyderabad), Kun Exclusive (Chennai), Bavaria Motors (Pune), OSL Prestige (Kolkata), OSL Prestige (Bhubaneswar), Parsoli Motors (Ahmedabad), Parsoli Motors (Surat), Platino Classic (Kochi), Kun Exclusive (Coimbatore), Sanghi Classic (Jaipur), Munich Motors (Raipur), Bavaria Motors (Goa) and Krishna Automobiles (Ludhiana).

BMW dealerships presently display the BMW 3 Series, BMW 5 Series and the BMW X1 that are produced at the BMW Plant Chennai. BMW dealerships also display the BMW 6 Series, BMW 7 Series, BMW X3, the BMW X5, the BMW X6, BMW Z4, and the BMW Gran Turismo which are available in the country as CBU's (completely built-up units). The BMW M3 Coupé, BMW M3 Convertible, BMW M5, BMW M6 Coupé, BMW M6 Convertible, BMW X6 M, BMW 6 Series Individual and BMW 7 Series Individual can also be ordered at BMW India dealerships.

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BMW Financial Services India

BMW Financial Services India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region). BMW Financial Services operates as a Non-Banking Finance Company (NBFC) in India. BMW Financial Services operates with its three business lines: Retail Finance, Commercial Finance and Insurance Solutions (through cooperation partners). The services offered through BMW Financial Services are significantly valuable to the premium clientele in India who require exclusive and flexible financial solutions.

International Purchase Office

The International Purchasing Office (IPO) established at BMW India's Headquarters in Gurgaon identifies and assesses potential suppliers for BMW, MINI, and BMW Motorcycles taking into account BMW Group's requirements for quality, technology and logistics. The IPO strongly focuses on increasing the sourcing of production material (components) as well as IT and engineering services from India to the BMW Group International Production Network.

The BMW Group

With its three brands - BMW, MINI and Rolls-Royce, the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. On 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For

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these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Index for the last six years.

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