



Media Information
25 August 2011

The new BMW X3 launched in India.

Visually Stunning, Bigger and More Comfortable, the new generation Sports Activity Vehicle redefines Sheer Driving Pleasure.

Production of the new BMW X3 commences at the BMW Plant Chennai.

Pune. The new BMW X3 was launched in two diesel variants: BMW X3 xDrive20d and BMW X3 xDrive30d.

The new BMW X3 will be CKD produced (Completely Knocked Down) at the BMW Plant Chennai.

The new BMW X3 can now be ordered at BMW dealerships across the country. The deliveries of the new BMW X3 xDrive20d will start in September and of the new BMW X3 xDrive30d in October.

Dr. Andreas Schaaf, President, BMW India said, “The first-generation BMW X3 was the pioneer in its segment. We are confident that the second generation BMW X3 will inherit the position of its predecessor as the benchmark and will strengthen it further. The launch of the new BMW X3 is a significant milestone in our growth strategy in India and will beyond doubt accelerate the luxurious and dynamic characteristic of the brand.”

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BMW Plant Chennai has introduced a second shift and increased its production capacity to 11,000 units per year.

Media Information

Subject The new BMW X3 launched in India.

Page 2

BMW India has increased the number of employees in BMW India and BMW Plant Chennai to over 650.

Upto 1200 additional jobs will be created in the BMW India dealer and service network.

“With the new BMW X3, we make a clear statement. The new BMW X3 is elegant like a true BMW and spacious like no other car in the segment. The enhanced agility, optimised driving comfort and innovative equipment options in the new BMW X3 are designed not just to drive but to live the road, feel every bend and master every terrain.” Dr. Andreas Schaaf, President, BMW India further added.

The all India ex-showroom prices of the new BMW X3 are as follows –

The new BMW X3 xDrive20d : ` 41,20,000

The new BMW X3 xDrive30d : ` 47,90,000

Note: Ex-showroom price excludes RTO registration charges, tax, insurance, handling charges; Octroi and entry tax (as applicable). The above ex-showroom prices are exclusive of sales tax / VAT applicable on sale to the customer. Prices and options are subject to change without prior notice.

The new BMW X3 will be available in a range of eight exciting colours to choose from including Alpine White as non-metallic paintwork and the following metallic colours: Titanium Silver, Black Sapphire, Mineral Silver, Space Grey, Deep Sea Blue, Vermillion Red and Sparkling Bronze. Leather Nevada is the standard upholstery for the new BMW X3 and is available in the following colours: Beige, Black, Red Brown/Black, Havana/Black and Oyster/Black.

If you have any queries, please contact:

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