Media Information
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'BMW Premium Selection' launched in India.

Sheer Driving Pleasure at an exceptional value.

Gurgaon. BMW India launched 'BMW Premium Selection' with the finest range of pre-owned BMW vehicles that are carefully selected and comprehensively examined for quality. For the ultimate peace of mind, BMW Premium Selection vehicles come with a BMW warranty.

Dr. Andreas Schaaf, President, BMW India said, "BMW Premium Selection will play an important role in the success of our company; it has its very own chapter in the "Story of JOY". We believe that a decisive factor in the development of BMW Premium Selection business will be through establishment of exclusive and luxurious BMW Premium Selection showrooms of international standards at important commercial centers across the country."

BMW Premium Selection vehicles can now be ordered through exclusive BMW Premium Selection dealerships at seven locations in the Indian market: Bird Automotive (Gurgaon), Krishna Automobiles (Ludhiana), Infinity Cars (South Mumbai), Bavaria Motors (Pune), Navnit Motors (Bangalore), KUN Exclusive (Chennai) and KUN Exclusive (Hyderabad).

Dr. Andreas Schaaf, President, BMW India said, "A BMW Premium Selection vehicle offers an entry into the world of driving pleasure and is 100% BMW without any exceptions. We stand behind every BMW Premium Selection vehicle for guaranteed quality and premium services. At the same time, BMW Premium Selection is an official promise of quality to demanding customers which guarantees certain standards."

BMW Premium Selection stands for the right cars with the right history. If a BMW isn't meticulously maintained, it won't achieve BMW Premium Selection status. And, to ensure BMW Premium Selection vehicles feel exactly as a BMW is intended; every vehicle comes with a full, detailed history about servicing, maintenance and repairs.

Every BMW Premium Selection vehicle is serviced to perfection. All BMW Premium Selection vehicles go through a comprehensive 360 degree check and are completely refurbished technically and visually.

All cars selected under BMW Premium Selection are less than five years old and would have clocked under 120,000 kms. BMW Premium Selection vehicles come with upto 24 month / 200,000 kms warranty (whichever is earlier). BMW Premium Selection owners also have the option of taking BMW India Roadside Assistance which is available 24 hours a day, 365 days a year.

BMW India has engaged a dedicated team of specially trained technical and sales professionals to set a new benchmark in service quality and customer care in the pre-owned car business.

BMW India website (www.bmw.in/premiumselection) will enable potential customers to browse through the range of BMW Premium Selection vehicles available at BMW dealerships across India. The BMW India website is empowered by ERIC (Electronic Re-marketing Information Centre) which offers real-time information such as technical details, maintenance history and actual photographs of BMW Premium Selection vehicles.

Along with the exclusive environment, professional service and impeccable quality standards, BMW Premium Selection makes the purchase of pre-owned cars effortless with attractive finance options. BMW Financial Services has exclusively developed well thought-out and flexible solutions for BMW Premium Selection customers.

If you have any queries, please contact:

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