

Press Release

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A Class Apart: Experience the Essence of True Exclusivity with BMW Privé.

Delhi NCR. BMW India has introduced BMW Privé, an exclusive luxury privilege program, for its select customers. A first-of-its-kind program in the Indian automotive luxury segment, BMW Privé offers unmatched benefits across travel, lifestyle, sports, adventure and special BMW ownership privileges throughout the world.

Mr. Philipp von Sahr, President, BMW Group India said, "At BMW, quality is paramount. Be it the vehicles we engineer, the services we provide or the experiences we deliver. Our pursuit of excellence drives us to nothing short of the very best. BMW Privé is a testament to this belief. Created to celebrate and cater to the discerning taste of our customers, it is a mélange of bespoke lifestyle experiences. This exceptional platform will be curated with hand-picked privileges on a regular basis, allowing our clientele to immerse themselves in true luxury."

The program features four main categories: Bespoke Travel, The High Life, Grandstand and BMW Privileges.

Bespoke Travel: Journey to the Pinnacle of Luxury.

Tailor-made for the avid travel enthusiast, the program offers unique experiences across the globe. Whether relaxing on the best beaches or exploring adventurous outdoors, BMW Privé creates unforgettable memories. BMW customers can now enjoy special privileges across luxury hotels in Europe, Middle-East, Asia-Pacific and Africa such as Banyan Tree Hotels, Six Senses Resorts as well as numerous unexplored destinations in India. 'Money can't buy' experiences such as 'Out of Africa', a South African Safari hosted by legendary South African ex-cricketers is also an extraordinary offering by BMW Privé.

The High Life: Indulge the Connoisseur in You.

With an array of tailor-made products, distinctive lifestyle experiences and culinary delights BMW Privé celebrates the joy of success. High-end brands like Judith Leiber, Suneet Varma, L'Occitane, Quintessentially Lifestyle Services offer custom-made products and personalised services especially for BMW

Company
BMW India
Private Limited

A BMW Group Company

Registered Office
DLF Cyber City, Phase II
Building No. 8, Tower B
7th Floor
Gurgaon 122 002
India

Corporate Identity
Number
U35991HR1997PTC037
496

Telephone
+91 124 4566 600

Email
corporateaffairs@bmw.in

Internet
www.bmw.in

Bank details
Citibank India
520116001
IFSC-Code
CITI0000002

Media Information

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customers. They can also indulge in gastronomical delights at a number of Michelin star restaurants where they will enjoy exclusive access.

Grandstand: Vantage Point for Adventure.

BMW Privé opens the door to world-class sporting spectacles like Wimbledon, English Premier League and Formula One including the opportunity to meet and greet with international players. For individuals who relish a rush of adrenaline, exhilarating adventure packages are on the cards.

BMW Privileges: A World beyond Driving Pleasure.

Select BMW owner privileges like dedicated BMW Service Advisors for prioritised service, access to BMW international events like BMW Golf Cup International, BMW International Open, BMW X5 Multiday Tour in Namibia, BMW Motorsports etc. take customer-orientation to another level.

The BMW Privé program is exclusively available to the first owners of BMW 7 Series, BMW 6 Series, BMW X6, BMW M Cars and BMW Z4.

To experience BMW Privé, click [here](#).

If you have any queries, please contact:

BMW Group India

Abhay Dange, Press and Corporate Affairs

Cell: +91 9910481013, Tel: + 91 124 4566 600, Fax: + 91 124 4566 612, Email: Abhay.Dange@bmw.in

Satchit Gayakwad, Press and Corporate Affairs

Cell: +91 95 607 25900, Tel: + 91 124 4566 906, Fax: + 91 124 4566 612, Email: Satchit.Gayakwad@bmw.in

Internet: www.bmw.in