



Press and Corporate Affairs

Media Information

26 May 2016

BMW India appoints Libra Autohaus as its dealer for Delhi NCR.

Gurgaon. BMW India announced the appointment of Libra Autohaus, its third dealer for Delhi NCR.

Libra Autohaus is operational at Naraina Industrial Area in New Delhi, where customers and prospects can experience the most aspirational BMW product range. The dealership is headed by Mr. Manreet Singh Libra, Managing Director, Libra Autohaus.

Mr. Frank Schloeder, (Act.) President, BMW Group India said, "Since its inception BMW has created luxurious dealerships across key markets in India. BMW dealerships are just not sales outlets, but a place that offers our customers a complete and immersive brand experience. We are very excited to further strengthen our presence in Delhi NCR region with the addition of our third dealership - Libra Autohaus to offer our fascinating products and services. The facility further reiterates our firm commitment to serve our customers with the highest level of enthusiasm and passion."

Mr. Manreet Singh Libra, Managing Director, Libra Autohaus said, "We are proud to partner with BMW India in setting up world class dealership here in Delhi. The culmination of most aspirational products and an unrivalled dealership experience focused on creating customer delight completes the circle of 'Sheer Driving Pleasure'. Libra Autohaus will be instrumental in offering renowned BMW experience to customers. We aim to tap the rising luxury car market potential of the city and serve our growing clientele with great passion."

The design of the showroom is based upon Urban Street Display concept which is a signature BMW layout with two sales lounges close to the display area. The showroom has a 5 car display indoors including a special display area for featuring high-end cars. In total, Libra Autohaus will have a capacity to display 10 cars. The lifestyle section will showcase premium BMW accessories for sale to customers and BMW fans.

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BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has set a decisive course by setting up BMW dealerships of international standards across the country. Apart from Libra Autohaus Delhi NCR region is supported by Deutsche Motoren and Bird Automotive dealerships. Currently, BMW India has 40 sales outlets in the Indian market.

BMW Group in India

With its three brands, BMW, MINI and Rolls-Royce, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with its automotive concerns, the BMW Group's activities in India comprise the marketing of motorcycles, as well as financial services for its premium clientele.

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested over 4.9 billion Indian Rupees (€ 69 million) in BMW India. The wide range of BMW activities in India include a manufacturing plant in Chennai, a parts warehouse in Mumbai, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country.

The BMW Plant Chennai started operations on 29 March 2007. The BMW Plant Chennai locally produces the BMW 1 Series, the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3 and the BMW X5.

BMW dealerships display the BMW 6 Series Gran Coupe, the BMW X6, the BMW Z4, the BMW M3 Sedan, the BMW M4 Coupe, the BMW M5 Sedan, the BMW M6 Gran Coupe, the BMW X5 M and the BMW X6 M which are available in the country as Completely Built-up Units.

BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has set a decisive course by setting up BMW dealerships of international standards across the country. BMW India has also set very high standards in service quality and customer care. Currently, BMW India has 40 sales outlets in the Indian market.

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BMW India offers 'BMW Premium Selection' with the finest range of pre-owned BMW vehicles that are carefully selected and comprehensively examined for quality. BMW Premium Selection vehicles can be ordered through exclusive BMW Premium Selection dealerships at 12 locations in the Indian market.

BMW i stands for visionary electric cars and mobility services, inspiring design and a new understanding of premium that is strongly defined by sustainability. BMW i8, plug-in hybrid sports car, is available at four BMW i dealerships as a Completely Built-up Unit (CBU).

MINI has successfully established itself as a premium small car brand in India. Presently, the MINI model range in India includes the MINI 3-door, MINI 5-door, MINI Convertible and MINI Countryman. MINI has established four exclusive outlets in India.

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.

BMW Financial Services India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region). Till date, BMW Group has invested 6.4 billion Indian Rupees (€ 98 million) in BMW Financial Services India.

BMW Financial Services India operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as corporate agents). The services offered through BMW Financial Services India are significantly valuable to the premium clientele who require exclusive and flexible financial solutions. Service excellence is the primary focus of operations across all business lines.

BMW Financial Services India offers solutions for retail automobile financing for BMW customers and multi make customers, financing for fleet owners and commercial financing for BMW dealerships and multi-make dealerships. Commercial finance solutions offered to BMW India dealerships further strengthen operations in the country and reinforce the BMW brand. BMW Financial Services India also offers BMW Lease for individuals and corporate

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customers. BMW Financial Services India offers insurance solutions (as corporate agents) to its customers through its cooperation partner in India.

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