



## **Press and Corporate Affairs**

Media Information

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**Make the Festive Season Brighter.**

**Bring Home the ‘Ultimate Driving Machine’ this Festive Season.**

**Irresistible offers by BMW India make owning a BMW easier than ever before.**

**Gurgaon.** This festive season, BMW India has introduced exceptional offers, making it the best time for customers to own the BMW they always wanted. The offers are valid throughout the BMW dealership network in India in 30 cities.

Mr. Frank Schloeder, President (act.), BMW Group India said, “This year, BMW will turn celebrations special for its customers. Our festive offer combines irresistible financial deals with comprehensive service packages for complete peace of mind. Owning a BMW is now much easier through flexible payment plans at extremely low rate of interest. Complimentary aftersales packages and insurance eliminate all worries about servicing costs. And to top it all, an assured buyback guarantees an attractive value at the end of the contract. With this end-to-end offer, BMW fans have all the reasons to take home the car of their dreams.”

During the festive season offer, customers can get their vehicle financed by BMW Financial Services India at a low rate of interest at 7.9%. The offer is valid irrespective of the loan amount, tenure or payment plan. With upto 40% lower EMIs, this proposition becomes all the more appealing.

Complimentary BMW Service Inclusive Plus and BMW Repair Inclusive that are valid for upto 3 years / 40,000 kilometers will ensure a completely hassle-free ownership experience.

These transparent service packages cover the cost for maintenance, inspection and wear-and-tear. All service work is carried out by certified technicians using original BMW parts for unmatched quality assurance. Both the aftersales packages are transferrable to the next owner, thereby enhancing resale value.

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BMW Service Inclusive Plus covers all regular maintenance work such as vehicle check and standard scopes, engine oil service, engine oil top-ups along with service / replacement of air filter, fuel filter, micro filter, spark plugs and brake fluid. In addition, necessary replacement of brake pads, brake discs, wiper blades and clutch is also included. With BMW Repair Inclusive warranty, the cost for all necessary repairs is covered within the agreed mileage / duration.

In addition, complimentary zero depreciation insurance for the first year provides complete peace of mind to the insured, thanks to the knowledge that they will not lose money in case the vehicle is damaged. The comprehensive car insurance policy will provide coverage for the damages incurred on vehicle along with settlement of the repair costs without taking into consideration the depreciation factor that arises out of usage of the vehicle.

Customers will now also enjoy an assured buy-back for the car. Depending on the contract period (between 2-4 years), they can get a guaranteed value of upto 65% as part of the buy-back offer. Moreover, the customers also have the flexibility to retain, refinance or return the car at the end of the tenure.

The Festive Offer is valid on the BMW 3 Series, the BMW 5 Series and the BMW X3 till 31 October 2016. Customized offers are also available for other models in the BMW portfolio.

‘The BMW Festival 2016’, a series of exclusive events, will be held for customers at BMW dealerships in 10 cities (Gurgaon, Pune, Hyderabad, Mumbai, Bangalore, Coimbatore, Delhi, Chandigarh, Jaipur and Kochi). As part of this engagement, renowned fashion designers like Suneet Varma and Shantanu & Nikhil will present their festive couture collections and interact with the guests. Live musical performances accompanied by spirit tasting and sumptuous spreads will add to the flavor of festive celebrations. Guests will also have an opportunity to explore the range of Panerai luxury watches and avail special offers on their products.

If you have any queries, please contact –

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