



## Press and Corporate Affairs

Media Information

14 August 2016

### **Sheer Driving Pleasure thrills ‘Rally of Jaypore’ 2016.**

**Jaipur.** The 4<sup>th</sup> edition of ‘Rally of Jaypore’, powered by BMW, took the thrill of motorsport to the next level with the addition of an exclusive ‘Super Speciality Stage’ – a specially designed off-road track to conclude the ‘Rally of Jaypore’ 2016. All participants reaching the final stage had to prove their mettle on the Super Speciality Stage track to beat the best lap time driving the BMW X range of Sports Activity Vehicles (SAV).

The rally was flagged-off by Mr. Vikrant Singh, Director – Sales Channel Development, BMW Group India, Mr. Puneet Sanghi, Managing Director – Sanghi Classic and Mr. Abhay Dange, Director – Press and Corporate Affairs, BMW Group India amongst other BMW customers and motorsport enthusiasts.

Mr. Frank Schloeder, (Act) President, BMW India said, “Racing and Motorsport has been an integral part of BMW. The world of motorsports and particular racing in India is witnessing progressive development and exemplifies the advancement and legacy of the rally sport in this country. Powered by BMW, ‘Rally of Jaypore’ 2016 is an event that our customers and rally sport aficionados all over India look forward to with enthusiasm and eagerness. The versatility of BMW SAV’s at the Super Specialty Stage in the rally provides participants with first-hand experience of Sheer Driving Pleasure.”

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The Rally of Jaypore 2016 was divided into two categories –

- Car / SUV – 2 Wheel Drive (Track and Trail) – (200 km)
- SUV – 4 Wheel Drive (Sand Storm) – (450 km) further classified into - PRO up to 1600 cc and PRO above 1600 cc

Mr. Puneet Sanghi, Managing Director – Sanghi Classic said, “We are delighted to provide our customers and racing enthusiasts of India an opportunity to participate and showcase their talent in this national rally championship. ‘Rally of Jaypore’ 2016 is the perfect platform to showcase and promote motorsport adventure streak to a wide audience. With this

initiative, we continue to extend our support to endorse and popularise motorsport in the country.”

The competition at the rally is as intense as ever with the skills of both men and machines tested to the limit. Participants have to navigate their vehicles through bumpy rides, rocky tracks, slippery pits, but the drivers are determined to win every stage. The winner has to overcome all the challenges to be crowned as the ultimate winner.

### **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 automobiles and motorcycles, the BMW Group's activities in India comprise of 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 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. Currently, BMW India has 41 sales outlets in the Indian market. The total number of employees at BMW Group India is 650.

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.

**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.

**BMW Motorrad** will be introduced as a premium motorcycle brand in India in 2016.

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**BMW Financial Services India** is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested 6.4 billion Indian Rupees (€ 98 million) in BMW Financial Services India and operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as corporate agents). BMW Financial Services India also offers BMW Lease for individuals and corporate customers.

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