

Media Information

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BMW partners with major Indian auto component suppliers for sourcing of components.

Chennai. BMW has partnered with major Indian auto component suppliers for sourcing of components for local production of its cars at BMW Plant Chennai.

The suppliers are Force Motors, ZF Hero Chassis, Draexlmaier India, Tenneco Automotive India, Valeo India, Mahle Behr and Lear India.

Mr. Philipp von Sahr, President, BMW Group India said, "BMW Plant Chennai is the heart of our India operations. Since 2007, BMW Group has strengthened its commitment to the Indian market and has continuously increased the number of its locally produced car models. With a strong portfolio of locally produced cars, it is now the appropriate time for us to partner with major Indian auto component suppliers who will play a significant role in the future strategy of BMW Group in India."

With the addition of these partnerships, the level of localisation at BMW Plant Chennai will increase to approximately 50 percent.

Mr. Robert Frittrang, Managing Director, BMW Plant Chennai said, "BMW Plant Chennai takes pride in producing cars that have the same international quality standards as any of the 30 BMW Group production and assembly facilities worldwide. Highly skilled employees, advanced manufacturing processes along with state-of-the-art machinery and technology provide all the necessary ingredients to achieve these tough standards. We are confident that through our partnership with Indian auto component suppliers, we will set even higher benchmarks not only in quality standards but also in cost optimization and value addition."

Some of the major auto components sourced for local production of cars at BMW Plant Chennai are: Engine and Gearbox from Force Motors; Axles from ZF Hero Chassis; Door Panels and Wiring Harness from Draexlmaier India; Exhaust Systems from Tenneco Automotive India; Heating, Ventilating, Air-conditioning and Cooling Modules from Valeo India and Mahle Behr and Seats from Lear India.

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Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. The wide range of BMW activities in India include a manufacturing plant in Chennai, a parts warehouse in Mumbai and development of a dealer organisation across major metropolitan centers of the country. BMW Plant Chennai started operations on 29 March 2007. Till date, BMW Group has invested INR 3.9 billion (51.8 Million Euro) in BMW Plant Chennai. Up to eight car models can be locally produced on two assembly lines at BMW Plant Chennai. Presently, 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. Currently, BMW India has 37 sales outlets in the Indian market.

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