



Press and Corporate Affairs

Media Information

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Luxury on display – BMW Mobile Studio now in Tirunelveli.

BMW Mobile Studio to reach over 50 Tier 3 and Tier 4 towns across India in 2017.

Tirunelveli. BMW India has introduced the BMW Mobile Studio - a one of its kind mobile showroom designed exclusively to showcase the most aspirational BMW products and services in tier 3 and tier 4 towns in India. The BMW Mobile Studio will be stationed in Tirunelveli, Tamil Nadu from 11-12 February 2017 near Hotel Vairamalgai, Rahamath Nagar.

Mr. Frank Schloeder, President (act), BMW Group India said, "The preference of premium automobiles has been spreading beyond the metro cities across India. At BMW we have been creating innovative avenues of customer engagement. The BMW Mobile Studio is one such initiative designed to spread 'Sheer Driving Pleasure' across tier 3 and tier 4 towns across India. We are excited to introduce BMW Mobile Studio in Tirunelveli and showcase our aspirational range of products and services to prospective customers."

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BMW India
Private Limited

A BMW Group Company

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BMW Mobile Studio

BMW Mobile Studio is a state-of-the art mobile structure featuring a two car display, reception area and a VIP lounge. Customers will have an opportunity to experience the performance of BMW sedans and SAVs (Sports Activity Vehicle). After getting a first-hand driving experience, the customers can address their queries and interests to the sales experts. The experts provide professional advice on all specifications, technology and features of the cars to give an overall view of the innovative BMW products and services.

BMW Group 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

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motorcycles, the BMW Group's activities in India comprise of financial services for its premium clientele. Till date, BMW Group has invested 11.3 billion Indian Rupees (€ 167 million) in its subsidiaries in India. (BMW India –INR 4.9 billion (€ 69 million) and BMW Financial Services India – INR 6.4 billion (€ 98 million).

BMW India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region). 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.

If you have any queries, please contact:

BMW Group India

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