



## **Press and Corporate Affairs**

Media Information

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### **BMW Mobile Studio to present 'Sheer Driving Pleasure' in Puducherry.**

BMW Mobile Studio to cover 50 emerging markets across India in 2017.

Most fascinating BMW Product portfolio on special display and test drive.

**Puducherry.** 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 over 50 emerging markets across India. The BMW Mobile Studio in Puducherry is hosted by KUN Exclusive and will be stationed in Puducherry from 18-19 February 2017 at St. Anthony's Mahal, Cuddalore Road, Puducherry 605 001.

BMW Mobile Studio is a state-of-the art mobile structure featuring a two car display, reception area, BMW lifestyle collection 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, services and lifestyle accessories. Customers can also book their favourite BMW vehicles at the BMW Mobile Studio.

Mr. Frank Schloeder, President (act), BMW Group India said, "The BMW Mobile Studio has been conceptualized to offer complete BMW Showroom experience on a mobile platform. We are excited to bring BMW Mobile Studio to Puducherry and offer our customers and prospects the first-hand experience of 'Sheer Driving Pleasure' and display our fascinating products and services in a unique format."

Ms. Vasanthi Bhupati, Director, KUN Exclusive said, "The demand for luxury cars is increasing across emerging markets and the BMW Mobile Studio is a perfect platform for us

## Media Information

Subject BMW Mobile Studio to present 'Sheer Driving Pleasure' in Puducherry.

Page 2

to cater to this potential market. We have seen great response to BMW Mobile Studio in cities such as Tirunelveli and Salem and we are now looking forward to showcase the dynamic BMW product range and services in Puducherry.”

The BMW 3 Series Gran Turismo, the BMW X1 and the BMW M4 will be on display while the BMW 3 Series, BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW X1, BMW X3 and BMW X5 will be available for test drive to automobile enthusiasts visiting the BMW Mobile studio.

### **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 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:

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