



Press and Corporate Affairs

Media Information

17 February 2017

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

Company
BMW India
Private Limited

A BMW Group Company

Registered Office
DLF Cyber City, Phase II
Building No. 8, Tower B
7th Floor
Gurgaon 122 002
India

Corporate Identity
Number
U35991HR1997PTC037
496

Telephone
+91 124 4566 600

Email
corporateaffairs@bmw.in

Internet
www.bmw.in

Bank details
Citibank India
520116001
IFSC-Code
CITI0000002

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:

BMW Group India

Abhay Dange, Press and Corporate Affairs
Cell: +91 99 104 81013, Tel: + 91 124 4566 600, Fax: + 91 124 4566 612, Email: Abhay.Dange@bmw.in

Satchit Gayakwad, Press and Corporate Affairs
Cell: +91 95 607 25900, Tel: + 91 124 4566 906, Fax: + 91 124 4566 612, Email: Satchit.gayakwad@bmw.in

Internet: www.bmw.in