



Press and Corporate Affairs

Media Information

9 November 2017

BMW Mobile Studio showcases aspirational BMW products in Amritsar.

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

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

Amritsar. BMW India has introduced the BMW Mobile Studio - 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 Amritsar is being hosted by Krishna Automobiles and is stationed from 10 –12 November 2017 at Block-B Market, Near Best Western Hotel, Ranjit Avenue, Amritsar.

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. Vikram Pawah, President, BMW Group India said, “The BMW Mobile Studio has been conceptualized to offer a complete BMW showroom experience on a mobile platform. Positioned at prominent locations, it showcases the complete range of BMW products exactly where our customers are present. The BMW Mobile Studio engages the prospects and existing customers alike in emerging markets, thereby making it a persuasive concept completing the circle of ‘Sheer Driving Pleasure.’”

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Mr. Sachit Passi, Dealer Principal, Krishna Automobiles said, "The demand for luxury cars is increasing across emerging markets and the BMW Mobile Studio is a perfect platform for us to cater to this potential market. We are looking forward to showcase the dynamic BMW product range and services in Amritsar."

The all-new BMW 5 Series and the BMW X1 are on display while the all-new BMW 5 Series, BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW X1, the BMW X3 and the BMW X5 are available for test drives to automobile enthusiasts visiting the BMW Mobile studio.

BMW Group India

With BMW, MINI and Motorrad, 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 INR 12.5 billion (€ 182.5 million) in its subsidiaries in India. (BMW India – INR 5.2 billion (€ 72 million) and BMW Financial Services India – INR 7.3 billion (€ 110.5 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.

BMW Plant Chennai locally produces 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 Plant Chennai will start the local production of the BMW 6 Series Gran Turismo in 2018. BMW dealerships also display 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, the BMW X6 M and BMW i8 which are available in the country as Completely Built-up Units.

The total number of employees at BMW Group India is over 650. More than 3,000 additional jobs have been created in the dealer and service network.

BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has set a decisive course by setting up BMW dealerships of international standards across the

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country. BMW India has also set very high standards in service quality and customer care. Currently, BMW India has 41 sales outlets in the Indian market.

BMW India offers 'BMW Premium Selection' with the finest range of pre-owned BMW vehicles that are carefully selected and comprehensively examined for quality. BMW Premium Selection vehicles can be ordered through BMW Premium Selection dealerships at 13 locations in the Indian market.

BMW i stands for visionary electric cars and mobility services, inspiring design and a new understanding of premium that is strongly defined by sustainability. BMW i8, plug-in hybrid sports car, is available at four BMW i dealerships as a Completely Built-up Unit (CBU).

BMW Motorrad officially started its operations as a part of the Indian subsidiary of BMW Group in 2017. Earlier, BMW Motorrad was operating in India with importers who had sales outlets in Mumbai and New Delhi. Presently, BMW Motorrad is in the process of setting up the team and dealer network in India. In the initial phase, BMW Motorrad has set up dealerships in Ahmedabad, Bangalore, Mumbai and Pune. BMW Motorrad dealerships will display Sport- S 1000 RR, BMW R 1200 RS, Adventure –BMW R 1200 GS, BMW R 1200 GS Adventure, BMW S 1000 XR, Roadster – BMW S 1000 R, BMW R 1200 R, Heritage – BMW R nineT, BMW R nineT Scrambler and Tour – BMW R 1200 RT, BMW K 1600 GTL which are available as Completely Built-up Units (CBU).

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, MINI Countryman and the MINI Clubman. MINI has established five sales outlets in India. The International Purchasing Office (IPO) established in Gurgaon identifies and assesses potential suppliers for BMW, MINI, and BMW Motorcycles taking into account BMW Group's requirements for quality, technology and logistics. The IPO strongly focuses on facilitating the sourcing of production material (components) as well as IT and engineering services from India to the BMW Group international production network.

BMW Financial Services India is a 100% subsidiary of the BMW Group and is headquartered in Gurgaon (National Capital Region). BMW Financial Services India operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as

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corporate agents). The services offered through BMW Financial Services India are significantly valuable to the premium clientele of BMW, MINI and Motorrad who require exclusive and flexible financial solutions. Service excellence is the primary focus of operations across all business lines.

BMW Financial Services India offers solutions for retail automobile financing for BMW customers and multi make customers, financing for fleet owners and commercial financing for BMW dealerships and multi-make dealerships. Commercial finance solutions offered to BMW India dealerships further strengthen operations in the country and reinforce the BMW brand. BMW Financial Services India also offers BMW Lease for individuals and corporate customers. BMW Financial Services India offers insurance solutions (as corporate agents) to its customers through its cooperation partner in India.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees. The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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