



Press and Corporate Affairs

Media Information
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Experience advanced dynamics and sporting character of BMW Sports Activity Vehicles (SAVs) at BMW xDrive Experience in Gurgaon.

Explore extraordinary capabilities of BMW Sports Activity Vehicles (SAVs) on an off-road terrain with certified BMW driver trainers.

The BMW xDrive Experience in Gurgaon from 11–12 November 2017.

Gurgaon. BMW India introduces BMW xDrive Experience in Gurgaon. This unique BMW Sports Activity Vehicles (SAVs) driving experience has been specially curated for adventure enthusiasts and is being held from 11-12 November 2017 at Farms No 10, Bandhwari Farms, Gurgaon.

Gurgaon is the ninth city to host the BMW xDrive Experience. The BMW xDrive Experience will be hosted in 12 cities across India, showcasing the dynamic prowess of the BMW Sports Activity Vehicles (SAVs). After Gurgaon, the BMW xDrive Experience will be held in Jaipur, Raipur and Kolkata.

Mr. Vikram Pawah, President, BMW Group India said, “Sheer Driving Pleasure is at the heart of BMW xDrive Experience. The exhilarating performance, superiority and safety of BMW vehicles is best experienced in challenging and exciting environment under supervision of BMW Driving Experts. With this unique initiative, we wish to connect and engage with our customers and make them experience capabilities of SAVs in the true sense. It enables our customers to become more confident in handling their cars in everyday driving and special situations.”

The BMW xDrive Experience showcases the sophisticated technology of BMW Sports Activity Vehicles (SAVs) such as BMW X1, BMW X3, BMW X5 and BMW X6. Under the expert guidance of internationally certified BMW trainers, participants will get to experience the extraordinary control, manoeuvrability and the grit of signature BMW xDrive technology on specially designed off-road track.

Sports Activity Vehicle (SAV).

The Sports Activity Vehicle (SAV) segment was created by BMW. The introduction of the BMW X5 in 1999 opened up totally new dimensions for all-wheel drive vehicles. The BMW X5 is a Sports Activity Vehicle with off-road capabilities that could be driven like a sports car. The concept of the BMW X5 encompassed the development of all-terrain models with a clear orientation towards luxury. The BMW X5 captured the imagination of its customers with a level of dynamic performance unmatched among its off-road peers. With the BMW X3, BMW picked up the pioneering baton once more and introduced the SAV concept into the midsize segment. The BMW X3 was born with more compact dimensions than the BMW X5 and even more agile handling. With the BMW X6, BMW offered an entirely new type of car, a unique design concept and driving dynamics never seen before – the world's first Sports Activity Coupé. It unites apparent opposites, such as size with agility and sportiness with elegance. The Sports Activity Vehicle segment was further redefined with launch of the BMW X1. The BMW X1 is the world's first Compact Sports Activity Vehicle with a young and modern character. With its agility and versatility, the BMW X1 guaranteed a new driving experience in the premium compact SAV segment.

BMW xDrive.

The BMW xDrive is an intelligent all-wheel drive system that monitors the driving situation constantly and distributes drive power smoothly between the axles. BMW xDrive splits drive variably to the front and rear axles to suit the driving situation and the surface. Under normal driving conditions xDrive works with a basic 40/60 torque split front and rear. If there is any sudden change in requirements on account of differences in the friction values between the road surface and the driven wheels or because of the driving situation, the torque split can be varied within a fraction of a second without the driver even becoming aware of the change.

In contrast to other manufacturers, who use all-wheel drive principally to make up for the shortfall in traction suffered by front-wheel-drive vehicles, BMW tunes its xDrive system to provide handling typical of rear-wheel drive. Even in normal situations on the road, all-wheel-drive BMW models send the lion's share of drive to the rear wheels.

Intelligent and variable.

Starting from a distribution between front and rear axle of 40:60 as is prevalent in normal driving situations, the power distribution can be altered to continuously variable levels. According to the requirements of driving dynamics, the power transmission proportion may vary between 50:50 and 0:100 per cent. Thus, xDrive uniquely enhances directional stability and driving dynamics when taking bends at speed.

Action, not reaction: xDrive "thinks" for the driver and acts instantaneously.

With BMW xDrive reacting within fractions of a second, the system offers enormous advantages in terms of traction. When setting out on slippery or loose ground, for example, the time-lag between the loss of wheel grip on the surface and the re-distribution of drive forces to wheels with grip is only a few milliseconds. And it thinks ahead too. As one drives, the xDrive analyses data from the on-board electronics systems such as speed, steering angle, torque output and other key factors – and calculates whether the vehicle can follow the driver's wish or if it threatens to oversteer or understeer, thereby preventing the vehicle from swerving.

Increased driving dynamics and optimum traction in all conditions.

On unsurfaced tracks, the BMW xDrive provides maximum traction as well as safe and fast acceleration. Individual wheel spin is suppressed with fast and variable alteration of the power distribution between front and rear axle. BMW xDrive always distributes drive power where it is required. With its outstanding versatility, it not only enhances traction in difficult road conditions but also improves driving dynamics on the road. In a car equipped with xDrive, the driver has the assurance that even under adverse road-surface conditions the torque split is always instantly optimised to provide the best possible traction and stability.

Bird Automotive – Gurgaon.

Bird Automotive is a BMW dealership in Gurgaon (National Capital Region) since September 2010. The dealership is headed by Mr. Gaurav Bhatia, Executive Director, Bird Automotive.

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Bird Automotive represents BMW with two BMW outlets in Gurgaon and one MINI outlet in Delhi. Bird Automotive – Gurgaon’s 4S facility is located on 4 IDC, MG Road, Opposite Sector -14, Gurgaon 122 001 and its exhibition space is located No. 3, Ambience Mall NH - 8, Gurgaon 122 002. Spread over 56747 sq. ft. and 1470 sq. ft. respectively, the dealership has an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory. The showroom offers the entire range of fascinating BMW product to its customers. The design of the showrooms is based upon urban street display concept which is a signature BMW layout with a consultation lounge, sales and after sales desk.

Deutsche Motoren – Delhi NCR.

Deutsche Motoren is a BMW dealership in Delhi NCR since 2007. The dealership is headed by Mr. Yadur Kapur, Executive Director, Deutsche Motoren.

Deutsche Motoren represents BMW with four outlets in Delhi NCR. Deutsche Motoren – South East Delhi is located on B-1/H-5, Mohan Cooperative Indl. Estate, Mathura Road, New Delhi 110 044, Deutsche Motoren – West Delhi is located on Moti Nagar Showroom 27B, Shivaji Marg, Moti Nagar, New Delhi 110 015, Deutsche Motoren – Faridabad is located on Plot No.1, Sector- 27B, Urban Estate, Mathura Road, Faridabad 121 003 and Deutsche Motoren – Noida is located on Noida Showroom H-8, Sector 63, Noida 201301 (U.P.) Spread over 15819 sq. ft., 9860 sq. ft., 128650 sq. ft. and 60278 sq. ft. respectively, the dealerships have an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory. The showroom offers the entire range of fascinating BMW product to its customers. The design of the showrooms is based upon urban street display concept which is a signature BMW layout with a consultation lounge, sales and after sales desk.

Libra Autohaus – Delhi NCR.

Libra Autohaus is a BMW dealership in Delhi NCR since May 2016. The dealership is headed by Mr. Manreet Singh Libra, Managing Director, Libra Autohaus.

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Libra Autohaus represents BMW with two outlets in Delhi NCR. Libra Autohaus – Rajouri Garden is located on C-5, Rajouri Garden, Ring Road, West Delhi – 110027 and Libra Autohaus – Mayapuri is located on B - 41, Mayapuri, Industrial Area Phase 1, New Delhi - 110064. Spread over 12000 sq. ft. and 22,000 sq. ft. respectively, the dealership has an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory. The showroom offers the entire range of fascinating BMW product to its customers. The design of the showrooms is based upon urban street display concept which is a signature BMW layout with a consultation lounge, sales and after sales desk.

As with every other BMW dealership, Bird Automotive, Deutsche Motoren and Libra Autohaus have provided its staff intense training in management of sales, service, spare parts and business systems to ensure customers receive best-in-class pre and post sales ownership experience. A team of service engineers has also been trained at BMW's training centers in Singapore, Malaysia, Germany and Gurgaon.

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