



Media Information
21 November 2017

BMW Motorrad appoints EVM Autokraft as its dealer partner in Kochi.

Kochi. BMW Motorrad has announced the appointment of EVM Autokraft as its dealer partner in Kochi. With this new dealership, customers and prospects in Kochi can now experience the most aspirational BMW Motorrad product range.

The dealership is headed by Mr. Sabu Johny, Dealer Principal, EVM Autokraft and is located at Angel Plaza, NH 47, South Kalamassery, Kochi.

Mr. Vikram Pawah, President, BMW Group India said, “BMW Motorrad is an unbeatable combination of the delight of owning an ultimate riding machine and sharing these emotions as part of a sheer biking culture. We deliver a promise to our customers that they have not only acquired an outstanding product, but also outstanding moments for a lifetime. Our fascinating range has motorcycles for all kinds of riders, right from Sport, Tour, Roadster, Adventure, and Heritage to Urban Mobility. We intend to embark on this success story in India with our ongoing product offensive that has already begun and by increasing our presence in the country with the right partners. With EVM Autokraft representing BMW Motorrad in Kochi, we will continue to excite our patrons and biking enthusiasts in Kerala.”

Presently, BMW Motorrad is setting up the team and dealer network in India. Mr. Shivapada Ray has been appointed as the Head of BMW Motorrad in India. BMW Motorrad has set up dealerships in Ahmedabad, Bangalore, Mumbai, Pune, Delhi, Chennai and Kochi.

Mr. Dimitris Raptis, Head of Region Asia, China, Pacific, South Africa, BMW Motorrad said, “BMW Motorrad is one of the world’s most tradition steeped and successful motorcycle brands. The motorcycle division is the part of our company that’s firmly anchored in its heritage and will continue to make a contribution to the BMW Group’s success in the future. BMW Motorrad has already become the most anticipated and exhilarating brand to

enter India. We see a tremendous potential in this country and are increasing our dealership footprint across relevant cities in India.”

Offering exiting products in segments like Sports, Tour, Roadster, Heritage and Adventure, BMW Motorrad is opening a new chapter of its market strategy in India. BMW Motorrad dealerships in India will display BMW S 1000 RR, BMW R 1200 RS, BMW R 1200 RT, BMW K 1600 GTL, BMW R 1200 R, BMW S 1000 R, BMW R NineT, BMW R NineT Scrambler, BMW R 1200 G S Adventure, BMW R 1200 GS, BMW S 1000 XR which are available as Completely Built-up Units (CBU).

Mr. Sabu Johny, Dealer Principal, EVM Autokraft said, “We are thrilled to see the ‘Ultimate Riding Machine’ in Kochi and as a dealer partner for BMW Motorrad, I am excited about the great potential it has to contribute to our business success. Our customers and prospects in Kochi will now have the opportunity to experience the charisma of BMW Motorrad, as each day, we stand true to the brand promise - ‘Make Life a Ride’.”

The dealership will deliver international standards of Sales, Service, Spare-parts and Business Systems in all processes to ensure that customers receive best-in-class pre and post sales ownership experience.

EVM Autokraft

EVM Autokraft began its journey with BMW Group India in 2016 as its dealer partner in Kerala. EVM Autokraft represents BMW in Kochi.

If you have any queries, please contact:

BMW Group India

Abhay Dange, Director, 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, Sales Channel, Lifestyle and Sports Communication, 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-motorrad.in

Facebook: <https://www.facebook.com/BMWMotorradIN/>

Twitter: https://twitter.com/BMWMotorrad_IN

YouTube: <https://www.youtube.com/channel/UCCz9St6Kvq2uk-BbaWV15mA>

Instagram: https://www.instagram.com/bmwmotorrad_IN/