



Press and Corporate Affairs

Media Information
25 November 2017

Raipur witnesses Sheer Driving Pleasure at BMW Experience Tour 2017.

The Experience Tour to travel across 14 cities in India with the most aspirational BMW product portfolio on exhibit.

Adrenaline-pumping driver training by international BMW Certified Trainers.

Culinary delights by celebrity chef Mr. Vicky Ratnani.

Special offers on original BMW Accessories and Lifestyle products.

Raipur. BMW India is hosting its action packed BMW Experience Tour in Raipur on 25 November 2017. In its fourth edition, the tour demonstrates the dynamism, versatility and high performance of the entire BMW product portfolio in 14 cities across the nation. Post Raipur, the tour will be held in Ranchi and Chennai.

The BMW Experience Tour 2017 is an exclusive platform to experience the BMW brand, test drive vehicles and interact with product experts. Customers will have an opportunity to experience the extraordinary control, manoeuvrability, ultimate luxury and unsurpassed comfort of the range of BMW Sedans, Sports Activity Vehicles (SAVs) and sporty M cars.

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Mr. Vikram Pawah, President, BMW Group India said, "BMW stands for Sheer Driving Pleasure and comprehensive driving experiences like the BMW Experience Tour give our customers and prospects a great platform to experience the same. On one hand the customers can discover the driving dynamics of BMW sedans and SAVs, while on the other, they can consult with driving experts on safety tips making daily driving safer. It also enables our customers to work effectively with the car in a wide range of driving situations thus making their journey safe and enjoyable."

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Mr. Prashant Mandhan, Dealer Principal, Munich Motors said, "We are proud to host the BMW Experience Tour 2017 in Raipur. The BMW Experience Tour 2017 embodies the unique sportiness of the brand, showcases the perfect engineering and serves up driving experiences of a very special variety to suit novices and advance drivers alike. At such events, customers get to appreciate the versatile capabilities, technology and safety systems of the fascinating range of BMW vehicles."

The BMW 3 Series, the BMW 3 Series Gran Turismo, the all-new BMW 5 Series, the BMW X1, the BMW X3 and the BMW X5 will be available for test drive to participants. Further, BMW certified driver trainers will offer valuable advice on various driving techniques like slalom, fast laps, corner braking and emergency braking. The BMW i8, the all-new BMW 7 series, the all-new BMW 5 Series and the BMW M car will be on special display.

The BMW Experience Tour 2017 features gourmet delights by one of the most dynamic celebrity chefs – Vicky Ratnani. He will engage the participants through a masterclass that will showcase how to turn everyday food into sheer gastronomic delights.

The thrill of high-performing range of sports cars – the BMW M3 Sedan, the BMW M4 Coupe and the BMW M6 Gran Coupe will also be on display at BMW Experience Tour 2017. BMW M Automobiles are produced by BMW Motorsport GmbH (a subsidiary of BMW AG). Sophisticated technology, individuality and safety - the BMW M cars offer an unmatched experience of exclusive, high-performance driving.

The 2017 edition of BMW Experience Tour will house an exclusive BMW 7 Series Individual Lounge, the all-new BMW 5 Series, BMW i8 and BMW M cars display, Lifestyle Section with BMW merchandise, food and beverage section and kid's engagement zone.

While the BMW Accessories and Lifestyle Zone will feature lucrative merchandise at special offers, the exclusive BMW 7 Series Individual Lounge offers customers an opportunity to customize and enhance their vehicle in line with their personal requirements. The BMW 7 Series Individual Lounge will showcase individual paint finishes, leather upholstery and trims.

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Throughout the Experience Tour, a special structure inspired from the iconic BMW kidney grille will be created in each city representing BMW's premium international standards. The weather proof, air-conditioned structure, will accommodate the reception, briefing and display areas. A special recreation zone will ensure an entertaining time for the entire family. An exclusive Kids Zone featuring everything from a special driving zone with BMW Baby Racers, electronically simulated track, state-of-the-art driving games like Forza and foosball has been created.

BMW Financial Services Zone offers information on the latest finance schemes and offers catering to diverse financing needs of customers. The program offers guidance and gives the customers freedom to choose from an array of customised financial offers.

Munich Motors – Raipur and Nagpur

Munich Motors was appointed as BMW dealer partner in January 2013 and has dealership facilities in Raipur and Nagpur. The dealership is headed by Mr. Prashant Mandhan, Dealer Principal, Munich Motors.

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