



## Press and Corporate Affairs

Media Information

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### **Ranchi experiences Sheer Driving Pleasure.**

BMW India exhibits its most aspirational product portfolio in Ranchi.

Culinary delights by celebrity chef Mr. Vicky Ratnani.

**Ranchi.** BMW India is hosting its action packed BMW Experience Tour in Ranchi from 9 – 10 December 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.

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.

Mr. Vikram Pawah, President, BMW Group India said, “Sheer adrenaline and Sheer Driving Pleasure is at the heart of BMW Experience Tour. It enables our customers to become supremely confident in handling their cars in everyday driving and special situations. This unique tour has set a benchmark in experiential driving events in India and allows existing and potential customers to experience the ultimate performance, comfort and safety features of the fascinating range of BMW products.”

Mr. Bimal Singhania, Dealer Principal, Titanium Autos said, “It is our constant endeavour to provide our customers with bespoke experiences that leave an indelible impression in the mind of a customer. The BMW Experience Tour 2017 is a perfect platform for us to showcase the prowess of fascinating BMW vehicles in Ranchi.”

The BMW 3 Series, the BMW 3 Series Gran Turismo, the all-new BMW 5 Series, the BMW

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X1 and the BMW M3 Sedan will be available for test drive to participants. The BMW i8, the all-new BMW 5 Series and the BMW M cars 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.

### **Titanium Autos – Ranchi**

Titanium Autos was appointed as BMW dealer partner in March 2016 and has dealership facility in Ranchi. The dealership is headed by Mr. Bimal Singhania, Dealer Principal, Titanium Autos.

If you have any queries, please contact:

### **BMW Group India**

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