

Press and Corporate Affairs

Press Release
14 December 2017

Exit the Ordinary with MINI on Tour. The Iconic MINI comes to Madurai.

MINI brings its legendary go-kart feeling across 18 cities in India.

Madurai. MINI India has introduced MINI on Tour – an exclusive platform to provide the legendary MINI go-kart feeling across 18 cities in India. The MINI on Tour will be held in Madurai from 14- 17 December 2017 and will be stationed at Fortune Pandiyan Hotel, Race Course Colony, Tamil Nadu - 625002. Post Madurai, it will travel to Vijayawada, Bhubaneshwar, Kolkata, Ludhiana and Dehradun as part of the tour.

MINI on Tour is a state-of-the art mobile showroom featuring the brand flagship, the new MINI Clubman on display and offers exclusive chance to experience and test drive the entire MINI range of cars available in India which includes the MINI 3-door, MINI 5-door, MINI Convertible, and the MINI Clubman. MINI on Tour will be stationed for four days across prime location in each city.

Mr. Vikram Pawah, President, BMW Group India said, “MINI has established itself as a unique brand with its iconic design, legendary ‘Go-Kart’ feeling combined with cutting edge technology and uncompromising premium quality. We want to continue the MINI success story in India and are delighted to introduce ‘MINI on Tour’. With MINI on Tour we invite you to exit your daily life and add excitement, spontaneity and the extra to the ordinary with the iconic MINI. Discover the MINI range of cars up close and personal and find the MINI best suited for you.”

MINI Sales experts are available to provide information and professional advice to help them find a MINI to match their lifestyle. Customers can book their favourite MINI on the spot and also avail service across BMW authourised service centers in every city.

MINI has established five authorized dealership in India – Bird Automotive (Delhi NCR), Infinity Cars (Mumbai), Navnit Motors (Bangalore), KUN Exclusive (Chennai) and KUN Exclusive (Hyderabad). Customers can service their MINI at BMW authourised service centers across 23 Cities.

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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 started operations on 29 March 2007.

The 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 country. BMW India has also set very high standards in service quality and customer care. Currently, BMW India has 43 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. Presently, BMW Motorrad is in the process of setting up the team and dealer

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network in India. Till date, BMW Motorrad India has set up seven sales outlets in Ahmedabad, Bangalore, Mumbai, Pune, Delhi, Chennai and Kochi. BMW Motorrad dealerships display Sport – BMW 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, BMW R nineT Racer and Tour – BMW R 1200 RT, BMW K 1600 GTL, BMW K 1600 B, 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 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.

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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.

If you have any queries, please contact:

BMW Group India

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