



## Press and Corporate Affairs

Media Information

3 March 2017

### **BMW Mobile Studio to showcase fascinating BMW products in Hubli.**

BMW Mobile Studio to cover 50 emerging markets across India in 2017.

Most fascinating BMW Product portfolio on special display and test drive.

**Hubli.** BMW India has introduced the BMW Mobile Studio - one of its kind mobile showroom designed exclusively to showcase the most aspirational BMW products and services in over 50 emerging markets across India. The BMW Mobile Studio in Hubli is hosted by Navnit Motors and will be stationed in Hubli from 4-5 March 2017 at The Gateway Hotel Lakeside, Unkal Lake, Hubli, Karnataka - 580025.

BMW Mobile Studio is a state-of-the art mobile structure featuring a two car display, reception area, BMW lifestyle collection and a VIP lounge. Customers will have an opportunity to experience the performance of BMW sedans and SAVs (Sports Activity Vehicle). After getting a first-hand driving experience, the customers can address their queries and interests to the sales experts. The experts provide professional advice on all specifications, technology and features of the cars to give an overall view of the innovative BMW products, services and lifestyle accessories. Customers can also book their favourite BMW vehicles at the BMW Mobile Studio.

The BMW Z4 and the all-new BMW 7 Series will be on display while the BMW X1, the BMW X3, the BMW X5 and the BMW 3 Series Gran Turismo will be available for test drives to automobile enthusiasts visiting the BMW Mobile studio.

### **BMW Group India**

With its three brands, BMW, MINI and Rolls-Royce, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with automobiles and

Company  
BMW India  
Private Limited  
A BMW Group Company  
Registered Office  
DLF Cyber City, Phase II  
Building No. 8, Tower B  
7<sup>th</sup> Floor  
Gurgaon 122 002  
India  
Corporate Identity  
Number  
U35991HR1997PTC037  
496  
Telephone  
+91 124 4566 600  
Email  
corporateaffairs@bmw.in  
Internet  
www.bmw.in

Bank details  
Citibank India  
520116001  
IFSC-Code  
CITI0000002

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motorcycles, the BMW Group's activities in India comprise of financial services for its premium clientele. Till date, BMW Group has invested 11.3 billion Indian Rupees (€ 167 million) in its subsidiaries in India. (BMW India –INR 4.9 billion (€ 69 million) and BMW Financial Services India – INR 6.4 billion (€ 98 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.

If you have any queries, please contact:

### **BMW Group India**

Abhay Dange, Press and Corporate Affairs

Cell: +91 99 104 81013, Tel: + 91 124 4566 600, Fax: + 91 124 4566 612, Email: [Abhay.Dange@bmw.in](mailto:Abhay.Dange@bmw.in)

Satchit Gayakwad, Press and Corporate Affairs

Cell: +91 95 607 25900, Tel: + 91 124 4566 906, Fax: + 91 124 4566 612, Email: [Satchit.gayakwad@bmw.in](mailto:Satchit.gayakwad@bmw.in)

Internet: [www.bmw.in](http://www.bmw.in)