



Press and Corporate Affairs

Media Information

13 April 2017

Tusker Motorrad launched as BMW Motorrad partner in Bengaluru.

Bengaluru. BMW Motorrad has officially started its operations as a part of the Indian subsidiary of BMW Group and has appointed Tusker Motorrad as its dealer partner in Bengaluru. The dealership is headed by Mr. Srinivas Reddy, Managing Director, Tusker Motorrad.

Mr. Vikram Pawah, President, BMW Group India said, "The entire BMW brand is emotionally charged by the flair of BMW Motorrad. BMW Motorrad builds fascinating, dynamic motorcycles for every purpose. Whether a trip to the ends of the earth or a training session on the race track, whether an exclusive luxury touring motorcycle or a cool urban bike: every motorcyclist will find just the right machine here. As the most innovative manufacturer of premium motorcycles in the segments of Sports, Tour, Roadster, Heritage and Adventure, BMW Motorrad is opening a new chapter of its market strategy in India."

Presently, BMW Motorrad is in the process of setting up the team and dealer network in India. Mr. Shivapada Ray has been appointed as the head of BMW Motorrad in India. In the initial phase, BMW Motorrad will set up dealerships in Ahmedabad, Bangalore, Mumbai and Pune.

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 we are pleased to introduce BMW Motorrad as a part of the Indian subsidiary of BMW Group."

As the most innovative manufacturer of premium motorcycles in the segments Sports, Tour, Roadster, Heritage and Adventure, BMW Motorrad is opening a new chapter of its

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A BMW Group Company

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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. Srinivas Reddy, Director, Tusker Motorrad said, "As a motorcycle rider and enthusiast, we are thrilled to see 'the ultimate riding machine' in Bengaluru and as a dealer partner for BMW Motorrad, we are excited about the great potential BMW Motorrad has in contribution to our business success. We are looking forward to embark with BMW Motorrad on a breakthrough journey in the premium motorcycle segment in India."

The Tusker Motorrad showroom and aftersales facility is located at 55/2 – Lavelle road, Bengaluru. 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 post sales ownership experience.

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 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.

BMW Plant Chennai started operations on 29 March 2007. The BMW Plant Chennai locally produces the BMW 1 Series, 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.

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BMW dealerships also display the BMW 6 Series Gran Coupe, 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 (CBU).

The total number of employees at BMW Group India is over 650. More than 1,200 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 41 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 exclusive 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. Earlier, BMW Motorrad was operating in India with importers who had sales outlets in Mumbai and New Delhi. Presently, BMW Motorrad is in the process of setting up the team and dealer network in India. In the initial phase, BMW Motorrad has set up dealerships in Ahmedabad, Bangalore, Mumbai and Pune. 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).

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 exclusive dealerships in India.

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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 increasing 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 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.

If you have any queries, please contact:

BMW Group India

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