



Press and Corporate Affairs

Press Release

29 May 2015

Irresistible Beauty meets Bespoke Luxury: The new BMW 6 Series Gran Coupé launched at the BMW India Bridal Fashion Week 2015 curtain raiser.

BMW India Bridal Fashion Week 2015 to be hosted in seven cities.

Luxurious, Sporty and Elegant: The new BMW 6 Series Gran Coupé 'Makes Every Road a Red Carpet' with new design, sophisticated interior and enhanced driving performance.

New Delhi. BMW Group India launched the new BMW 6 Series Gran Coupé at the curtain-raiser of the BMW India Bridal Fashion Week 2015 - India's most-awaited 'Bridal Couture' showcase. The new BMW 6 Series Gran Coupé arrived in style at an exclusive fashion show, where the country's most acclaimed fashion designers presented the 'Preview' of their couture collection and upcoming trends for BMW India Bridal Fashion Week 2015. BMW takes India Bridal Fashion Week national for the first time, showcasing breathtaking bridal couture across seven cities.

The new BMW 6 Series Gran Coupé is now available at all BMW dealerships across India as a CBU (Completely Built-Up) unit from today onwards.

Mr. Philipp von Sahr, President, BMW Group India said, "At the heart of BMW is not only brilliant automotive engineering but also the desire to evoke emotions and spread JOY. Our automobiles are not just the end of a creative process but a beginning. Likewise, an Indian wedding is a celebration of emotions, aesthetics, craftsmanship and opulence. BMW also celebrates these values that are cherished by our esteemed clientele. BMW India Bridal Fashion Week has established itself as a unique avenue where the best of Indian fashion designers open doors to the latest trends in 'Bridal Couture'. It is the perfect platform for the launch of the new BMW 6 Series Gran Coupé which combines absolute luxury and immaculate design with adrenalin rushing performance."

Company
BMW India
Private Limited

A BMW Group Company

Registered Office
DLF Cyber City, Phase II
Building No. 8, Tower B
7th 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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The all India ex-showroom prices of the new BMW 6 Series Gran Coupé are as follows -

BMW 640d Eminence : INR 1,14,90,000

BMW 640d Design Pure Experience : INR 1,21,90,000

Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes / fees, insurance and Octroi (if applicable). Prices / options are subject to change without prior notice.

The new BMW 6 Series Gran Coupé is available in Alpine White as non-metallic paintwork and in the following nine metallic paintworks: Black Sapphire, Cashmere Silver, Glacier Silver, Space Grey, Jatoba, Melbourne Red, Mediterranean Blue and Mineral White. The standard Dakota and exclusive Nappa leather upholstery is available in Black and Ivory White colour combinations. Interior trims offered are Finition Brown and Fine-wood trim Poplar Grain Grey.

BMW Design Pure Experience package comes with extended bicolour Nappa leather upholstery in Cognac/Black which underlines the sportiness of the new BMW 6 Series Gran Coupé. Other features in the interior include ambient lighting and a sports leather steering wheel. Exclusive 19-inch light alloy wheels, LED fog lights, Shadow Line and dark chrome exhaust pipes round off the exterior appearance. The radiator grille slats, air inlet surrounds and decorative trim on the rear apron are also in dark chrome.

BMW has enjoyed a long-standing history of successful collaborations with artists and designers the world over. BMW is the official partner of India Bridal Fashion Week, arguably one of India's most significant bridal fashion platforms, for the second consecutive year. For 2015, Abu Jani Sandeep Khosla, Ashima Leena, Falguni Shane Peacock, Gauri Nainika, JJ Valaya, Jyotsna Tiwari, Shantanu Nikhil, Suneet Varma and Tarun Tahiliani will showcase their most opulent and premier collections in Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Ahmedabad and Chandigarh.

"Driving a BMW is, in itself, a mark of character. And, BMW Individual is the most exclusive way to drive a BMW. The collection presented by renowned designers at the BMW India Bridal Fashion Week 2015 matches the philosophy of BMW Individual - a perfect blend of inspiration and creative freedom to design an expression of your individual character. The BMW Individual Collection offers a wide range of high-quality options for discerning customers. The finest leathers, exceptionally sophisticated interior trims and brilliant paint finishes can be chosen to further personalise your BMW 6 Series Gran Coupé," said Mr. Philipp von Sahr, President, BMW Group India.

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The BMW India Bridal Fashion Week is instrumental in connecting India's leading fashion designers with brands for unique opportunities such as creative collaborations, endorsements, appearances and consumer connects. It also promotes trade and connects designers with fashion consumers and buyers through Bridal Luxury Couture Exposition – a trade exposition to discover and shop from established and emerging designer labels and lifestyle brands featuring women's wear, men's wear, jewellery and accessories.

If you have any queries, please contact:

BMW Group India

Abhay Dange, Director, Press and Corporate Affairs

Cell: +91 99 104 81013 Tel: + 91 124 4566 600 Fax: + 91 124 4566 612 Email: Abhay.Dange@bmw.in

Priyanka Juyal, Press and Corporate Affairs

Cell: +91 99 715 53331 Tel: + 91 124 4566 608 Fax: + 91 124 4566 612 Email: Priyanka.Juyal@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

Internet: www.bmw.in