



## Press and Corporate Affairs

Media Information

27 August 2015

**Don't Postpone Joy.**

**The BMW 3 Series, the BMW 5 Series and the BMW X3**

**available now with 360 degree program in India.**

**Complete Peace of Mind with Assured Buyback Value.**

**Gurgaon.** The BMW 3 Series, the BMW 5 Series and the BMW X3 are available now with the new BMW 360° Program in India.

The BMW 360° Program is exclusively available at the select BMW dealerships across the country - Delhi (Deutsche Motoren), Mumbai (Infinity Cars and Navnit Motors), Chennai (KUN Exclusive), Hyderabad (KUN Exclusive), Bangalore (Navnit Motors), Gurgaon (Bird Automotive), Ahmedabad (Parsoli Motors), Jaipur (Sanghi Classic), Raipur (Munich Motors) and Nagpur (Munich Motors).

Mr. Philipp von Sahr, President, BMW Group India said, "A customer's relationship with us is defined not by purchase alone but by the relations that we are able to maintain after that.

Today BMW offers the most desirable portfolio of models across various segments and commands an attractive residual value. With BMW 360° program, our cars are future proof for customers by giving them an assured buy back value. The program is specifically designed to provide exceptional flexibility, affordability and complete peace of mind to our discerning customers."

The BMW 360° Program enables prospects to select the BMW model of their choice, the tenure of financial contract and the per annum mileage criterion. Basis this an assured buyback ensuring low down payment, affordable monthly instalments, complimentary service and maintenance for 3 years can be availed. This uniquely provides the freedom to upgrade, retain or return the vehicle at the end of the tenure.

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Subject The BMW 3 Series, the BMW 5 Series and the BMW X3 available now with 360 degree program in India.

Page 2

### **BMW Group in 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 its automotive concerns, the BMW Group's activities in India comprise the marketing of motorcycles, as well as financial services for its premium clientele.

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested over 4.9 billion Indian Rupees (€ 69 million) in BMW India. 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.

The 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.

BMW dealerships display the BMW 6 Series Gran Coupe, BMW ActiveHybrid 7, 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 6 Series Individual and the BMW 7 Series Individual which are available in the country as Completely Built-up Units.

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 39 sales outlets in the Indian market.

If you have any queries, please contact:

### **BMW Group India**

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