



Media Information

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BMW Motorrad India.

BMW Motorrad officially started its operations as a part of the Indian subsidiary of BMW Group in 2017 and is headquartered in Gurgaon (National Capital Region). It has its sight set firmly on the premium sector of the Indian motorcycle market.

As part of BMW Group India, the wide range of its activities include establishing a strong sales organisation, a manufacturing cooperation with TVS Motor Company, a parts warehouse in Pune, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitans of the country.

BMW Motorrad offers one of the largest and most diverse product portfolios in the premium segment.

The two most popular bikes – BMW G 310 R and BMW G 310 GS –have been developed in Munich, Germany by BMW Motorrad and are locally-produced by cooperation partner TVS Motor Company in Hosur, India.

The range of completely built-up units (CBU) include: Sport – BMW M 1000 RR, BMW S 1000 RR, BMW R 1200 RS, HP4 RACE; Adventure – BMW R 1250 GS, BMW R 1250 GSA, BMW S 1000 XR, BMW F 900 XR BMW F 850 GS, BMW F 850 GSA; Roadster – BMW S 1000 R, BMW R 1250 R; BMW F 900 R; Heritage – BMW R18 Classic, BMW R nineT, BMW R nineT Scrambler, BMW R nineT Racer; Tour – BMW R 1250 RT, BMW K 1600 GTL, BMW K 1600 B, BMW K 1600 Grand America and Urban Mobility – BMW C 400 GT.

BMW Motorrad India is a pioneer in bringing luxurious dealerships to India and has set a decisive course by establishing facilities of international standards with very high benchmarks in service quality and customer care. Till date, it has set up 23 touchpoints across 18 Cities including Delhi (Lutyens Motorrad), Mumbai (Navnit Motors), Pune (Bavaria Motors), Chennai (KUN Motorrad), Bengaluru (Tusker Motorrad & JSP Motorrad), Ahmedabad (Gallops Autohaus), Kochi (EVM Autokraft), Hyderabad & Vijayawada (JSP

Motorrad), Indore (Munich Motors), Lucknow (Speed Motors), Chandigarh (Krishna Automobiles), Jaipur (Pratap Motorrad), Raipur (Munich Motors), Cuttack & Kolkata (OSL Prestige) and Ranchi (Titanium Autos).

In line with its motto, 'Make Life A Ride', BMW Motorrad has built a passionate and closely-knit community of customers, riding enthusiasts and fans in the country. This has been achieved through exciting engagement platforms and thrilling riding events such as BMW Motorrad Safari, Motorrad on Tour, BMW G 310 GS Cup, GS Experience, Track Days, Breakfast and Overnight Rides.

BMW India Financial Services provides services that are significantly valuable to the premium clientele of BMW Motorrad. To enable customers to own BMW Motorrad motorcycles of their choice, BMW Financial Services India offers customized and flexible financial solutions.

For complete peace of mind, all BMW Motorrad bikes come with a standard warranty for 'three years, unlimited kilometers', with an option to extend the warranty to fourth and fifth year. Road-Side Assistance, a 24x7 365 days package, further ensures prompt services in case of breakdown and towing situations.

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, Email: Abhay.Dange@bmw.in

Internet: www.bmw-motorrad.in
Facebook: <https://www.facebook.com/BMWMotorradIN/>
Twitter: https://twitter.com/BMWMotorrad_IN
YouTube: <https://www.youtube.com/channel/UCCz9St6Kvq2uk-BbaWV15mA>
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