

Media Information  
15 December 2023

## **BMW Group Introduces the Retail.Next experience in India.**

A new corporate identity concept for dealerships to offer ultimate sales and service experience and integration of all brands.

Immersive retail concept transforming customer experience to the next level: modern architecture, appealing design and engaging digitalisation.

First Retail.Next Dealership now open in Agra.

**#BMWIndia #SheerDrivingPleasure #Retail.NEXT**

**Agra.** BMW Group has introduced the innovative Retail.Next concept for its dealership in India.

Retail.Next is a holistic and progressive approach focussed on customer-centricity, flexibility, sustainability, and best in class premium experience. The holistic approach is not only based on new design but also focussed on new processes, digital tools and roles. The foundation is based on a seamless phygital (physical and digital) engagement which puts customers and products at the centre stage. The retail experience reflects the iconic status of BMW in a renewed design and floorplan layout that creates an easy, warm and welcoming premium atmosphere at dealerships. Sales and Service has premium overall appearance including one entrance, one floor under one ceiling.

The first Retail.Next dealership is now open in Agra. The Speed Motorwagen dealership is located at 607, Mauja Artoni, NH2, Agra, Uttar Pradesh, India.

Mr. Vikram Pawah, President, BMW Group India said, "At BMW we are always elevating the luxury experience for our customers. Each time they step into a BMW dealership, they step into a unique world with which they have an instant connection. It is modern, progressive and luxurious in the true sense. With Retail.Next Dealership concepts we have reimagined our customer-centric approach blending phygital innovation with modern aesthetics and engaging environment. We are delighted to bring the first Retail.Next dealership in the country to Agra

with our trusted partner - Speed Motorwagen and will continue to introduce more Retail.Next dealerships across the country."

Mr. Divij Narain, Dealer Principal, Speed Motorwagen said, "Speed Motorwagen's partnership with BMW Group India has flourished over the years and we are very proud of the growth we have achieved. With thriving business operations in Uttar Pradesh, launching the first Retail.Next dealership in Agra heralds a new chapter of success in our story. We thank BMW Group India for this opportunity and are excited to offer unrivalled services and luxurious experiences to BMW customers in the region."

The dealership is headed by Mr. Divij Narain, Dealer Principal, Speed Motorwagen. Speed Motorwagen also represents BMW Group India with sales and service facilities in Uttar Pradesh (Lucknow, Kanpur).

The Retail.Next dealership facility delivers extremely high-quality standards in all processes of Service, Spare-parts and Business Systems to ensure that customers receive best-in-class pre and post sales ownership experience.

The dealership has a three-car display zone, lifestyle and accessories and workshop with three service bays. The dealership also offers attractive financial solutions through BMW Financial Services India. Customers can avail attractive finance and insurance options for the products of their choice.

If you have any queries, please contact:

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