

Media Information  
01 February 2024

## **BMW Group India stands out at Bharat Mobility Global Expo 2024.**

BMW i7, BMW iX, BMW i4, BMW iX1 and the MINI 3-door Cooper SE steal the show.

BMW Group India continues to dominate the luxury electric market with the most versatile portfolio.

**New Delhi.** BMW Group India stands out at Bharat Mobility Global Expo 2024 with an immersive display of its entire electric vehicle range. BMW Group India pavilion is located at Hall No. H1-11, Bharat Mandapam, Pragati Maidan, New Delhi from 01 - 03 February 2024.

The company has showcased its exceptionally diverse and innovative lineup of electric vehicles, captivating visitors with models such as the groundbreaking BMW i7, the versatile BMW iX, the stylish BMW i4, the dynamic BMW iX1, and the spirited MINI 3-door Cooper SE. This showcase represents a significant leap forward in the company's commitment to electrification and sustainable mobility, offering a range of options to suit various preferences and lifestyles.

Mr. Vikram Pawah, President, BMW Group India said, "As pioneers in automotive excellence, being part of a visionary event like Bharat Mobility Global Expo 2024 is exciting for BMW Group India. Being the forerunners in the Indian electric luxury car segment, we are proudly showcasing our robust and diverse electric portfolio which has created ripples thanks to its combination of sustainability, performance and driving pleasure. We look forward to interacting with visitors who will have a unique opportunity to experience industry leading innovation and witness the future of mobility through BMW Group's exceptional electric vehicles."

### **The following vehicles are displayed at BMW Group India pavilion at the Bharat Mobility Global Expo 2024:**

**BMW i7** is a true all-electric luxury sedan that clearly demonstrates how an exclusive driving experience can be combined with an unwavering commitment to sustainability. BMW's flagship luxury sedan with its enhanced level of comfort and the unique in-car entertainment system takes a pioneering route to maximising wellbeing inside the car. The i7 offers all-electric innovation, visionary design, and powerful driving dynamics so that you can make a striking impression everywhere you go.

**BMW iX** effortlessly combines premium mobility with SAV practicality, sporting agility and a long operating range with luxurious spaciousness. Born Electric, the BMW iX imbibes the principles of sustainability throughout its lifecycle, right from production to usage to

end-of-life, making comprehensive use of natural and recyclable materials. It is so much more than a car - it's a modern way of life.

**BMW i4** effortlessly combines sheer driving pleasure with segment-best operating range. This electric mid-sized sedan offers absolute luxury with class leading ambience and generous space, and the rear axle air suspension ensures maximum comfort even for longer trips. Excitingly dynamic, comfortable and powerful in equal measure, the BMW i4 provides a truly electrifying experience that exceeds all expectations.

**BMW iX1** is a gamechanger for its segment. Inspired by confidence and determination, the iX1 fulfils the expectations of a SAV in a purely electric way, bringing together instantly accessible driving pleasure and modern versatility with class-leading range. The latest BMW eDrive technology, sharp design, fun-to-drive character and cutting-edge digitalisation shape the iX1's winning personality and electrify every adventure that awaits you.

**MINI 3-door Cooper SE** is every bit the original iconic MINI, but powered for the roads of tomorrow. It fuses the legendary go-kart feeling with instant torque and zero emissions. The extra low centre of gravity improves stability and handling, and makes taking every bend more fun than ever. The moment you press the accelerator pedal, the torque kicks in instantly to deliver thrilling agility and stirring acceleration. It's MINI at its most intense – and most evolved. Dynamic yet gentle, the all-electric MINI offers you an entirely new driving experience.

If you have any queries, please contact:

BMW Group India

Abhay Dange, Director, Press and Corporate Affairs  
Cell: +91 9910481013; Email: Abhay.Dange@bmw.in

Rohneet Naik, Product and Technology Communication, Press and Corporate Affairs  
Cell: +91 9899965668; Email: Rohneet.NR.Naik@bmw.in

Internet: [www.bmw.in](http://www.bmw.in)  
Facebook: <https://www.facebook.com/bmwindia>  
Twitter: <https://twitter.com/bmwindia>  
YouTube: <https://www.youtube.com/user/bmwindia>  
Instagram: [https://www.instagram.com/bmwindia\\_official](https://www.instagram.com/bmwindia_official)  
LinkedIn: <https://www.linkedin.com/company/bmw-group>