

Media Information
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BMW Motorrad bolsters its Dealer Network in India. Appoints Krishna Automobiles as its Dealer Partner in Ludhiana.

Explore the fascinating range of BMW Motorrad motorcycles,
Lifestyle and Accessories.

Dedicated aftersales facility for comprehensive vehicle service.

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Ludhiana. BMW Motorrad increases its dealer network footprint in India by appointing Krishna Automobiles as its dealer partner in Ludhiana, Punjab. The dealership is located at Grand Trunk Road, Dhandari Khurd, Focal Point, Ludhiana, Punjab and headed by Mr. Sachit Passi, Dealer Principal, Krishna Automobiles.

Mr. Vikram Pawah, President and Chief Executive Officer, BMW Group India said, "At BMW Motorrad, we don't just build exceptional motorcycles, we create moments that resonate for a lifetime. Each bike is a testament to our passion and precision, designed for every type of rider. We are thrilled to inaugurate Krishna Automobiles latest dealership in Ludhiana, a partnership that underscores our unwavering commitment to delivering unparalleled experiences to our vibrant community of motorcycle enthusiasts. This new facility, redefines the retail brand experience, transforming our showrooms into spaces where our community truly feels at home. With its striking exterior and warm, inviting interior, the dealership embodies our mission to enrich the riding culture in this region."

Mr. Sachit Passi, Dealer Principal, Krishna Automobiles said, "We are immensely proud of our enduring partnership with BMW Motorrad and are excited to harness the burgeoning premium two-wheeler market potential in Punjab. The inauguration of our dealership in Ludhiana marks a significant milestone in providing unparalleled sales and aftersales services to motorcycle aficionados. Moreover, we are dedicated to fostering a robust riding community, celebrating the passion for exploration, and embracing the spirit of adventure with our motto, 'Make Life a Ride'."

The dealership facility is spread across 2,600 sq.ft. The showroom showcases 7 motorcycles, a customer lounge and a wide array of BMW Motorrad accessories, riding gear and lifestyle merchandise. The aftersales facility has 2 mechanical bays for complete vehicle service. Krishna Automobiles delivers international standards of sales, service, spare-parts and business systems in all processes to ensure that customers receive best-in-class pre and post sales ownership experience.

BMW Motorrad officially started its operations as a part of the Indian subsidiary of BMW Group in April 2017. The BMW G 310 R, BMW G 310 GS and BMW G 310 RR 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 BMW Motorrad motorcycles available in India as CBU include: Adventure - BMW F 850 GS, BMW F 850 GSA, BMW R 1250 GS, BMW R 1250 GSA, BMW R 1300 GS; M - BMW M 1000 XR, BMW M 1000 RR, BMW M 1000 R; Sport - BMW S 1000 RR, BMW S 1000 XR, BMW F 900 XR; Roadster - BMW S 1000 R; Heritage - BMW R 18, BMW R 12, BMW R 12 nine T; Tour - BMW R 1250 RT, BMW K 1600 B, BMW K 1600 GTL, BMW K 1600 GA; Urban Mobility - BMW C 400 GT, BMW CE 04.

If you have any queries, please contact:

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