

Media Information
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BMW Motorrad India expands its Dealer Network in Gurugram. Appoints Lutyens Motorrad as its Dealer Partner.

Discover the exciting world of BMW Motorrad with a captivating range of motorcycles, lifestyle products and accessories at the new 'Point of Experience.'

Dedicated Aftersales facility for comprehensive vehicle service.

Savor the finest gourmet delights at the Café.

#BMWMotorrad #MakeLifeARide #SoulFuel

Gurugram. BMW Motorrad increases its dealer network footprint in India by inaugurating its new 'Point of Experience' by Lutyens Motorrad in Gurugram, Haryana. The facility is located at Khasra No. 447/1/1/3, V.P.O. Chakkarpur, Gurugram, Haryana – 122001 and is headed by Mr. Manish Gupta, Dealer Principal, Lutyens Motorrad.

Mr. Vikram Pawah, President and Chief Executive Officer, BMW Group India said, "We are excited to inaugurate the BMW Motorrad 'Point of Experience' by Lutyens Motorrad in Gurugram. A key milestone in our network expansion, this unique dealership is designed to transcend the conventional showroom experience, it will serve as a vibrant hub for the local biking community. As we cater to the growing demand in the region, this facility offers motorcycle enthusiasts an immersive BMW Motorrad experience and a deeper connection with our brand. This new dealership exemplifies our commitment to creating a dynamic and engaging environment for all who share our passion for motorcycles."

Mr. Manish Gupta, Dealer Principal, Lutyens Motorrad said, "We are thrilled to strengthen our longstanding partnership with BMW Motorrad as we tap into the growing premium two-wheeler market in Haryana. The launch of the 'Point of Experience' in Gurugram is a major milestone, offering motorcycle enthusiasts unparalleled Sales and Aftersales services. The bold exterior and a warm, inviting interior of the dealership creates a welcoming space, where our rider community can discover latest BMW Motorrad motorcycles while enjoying

the finest beverages and gourmet cuisine at the café. Our commitment goes beyond business, we are dedicated to building a vibrant riding community that celebrates the passion for adventure and lives by our motto: 'Make Life a Ride.'"

The new '**Point of Experience**' adopts BMW Motorrad's latest retail design, elevating the brand's presence by transforming showrooms into welcoming spaces where motorcycle enthusiasts feel truly at home. With a unique and a cozy ambiance right next to the motorcycles, customers can enjoy a relaxed and personalized consultation experience. The showroom, featuring an **integrated café** offers Gurugram a one-of-a-kind destination that blends motorcycle culture with a modern gastronomic experience, tailored especially for the city's progressive millennials. Visitors, whether BMW Motorrad fans or customers, can unwind, explore the diverse range of motorcycles, riding gear, and lifestyle apparel in a dynamic, interactive environment, all while indulging in a carefully curated selection of gourmet cuisine.

The **6,200 sq.ft** showroom displays **10 motorcycles**, a customer lounge, café and BMW Motorrad riding gear, accessories and lifestyle collections. The aftersales facility has **3 mechanical bays** for complete vehicle service. Lutyens Motorrad delivers international standards of Sales, Service, Spare-parts and Business systems in all processes to ensure 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.

BMW Motorrad offers the following motorcycles in India as **Completely Built-up Units**.

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.

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