

Media Information
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**BMW Motorrad has a new address in Kolkata.
OSL Motorrad inaugurates its state-of-the-art dealership in Kolkata.**

Explore the thrilling universe of BMW Motorrad, featuring an impressive selection of motorcycles, lifestyle gear, and accessories designed for every adventure.

Immersive BMW Motorrad new retail design transforming customer experience to the next level.

Kolkata. BMW Motorrad has inaugurated a new OSL Motorrad dealership facility in Kolkata, West Bengal. The dealership is headed by Mr. Charchit Mishra, Dealer Principal, OSL Motorrad and is now relocated at IFFCO Bhawan, Plot Number - AA-IIE/67, Major Arterial Road (South-East), Jatragachhi, Deshbandhu Nagar, New Town, Kolkata, West Bengal 70016.

Mr. Vikram Pawah, President and CEO, BMW Group India said, "At BMW Motorrad, we are dedicated to engineer not just exceptional motorcycles, but unforgettable experiences that resonate for a lifetime. Our rider-centric philosophy, combined with a robust dealer network, has established new standards in the premium motorcycle segment. The new OSL Motorrad dealership in Kolkata is designed to offer immersive experience to the world of BMW Motorrad. With the increasing market demand in this dynamic region, this new facility location will enhance our presence and provide our customers with a personalized and premium ownership experience."

Mr. Charchit Mishra, Dealer Principal, OSL Motorrad said, "We take immense pride in our longstanding relationship with BMW Group in India. With the relocation of this world class dealership, BMW Motorrad marks a new chapter of passion and performance in West Bengal. The new retail design will further enhance the unparalleled brand experience and truly reflect the spirit of BMW Motorrad. Our mission transcends business, we are devoted to fostering a vibrant riding community that embodies the spirit of adventure, living by our motto: 'Make Life a Ride.'"

The strategically located dealership is spread across **6,600 sq. ft.** The integrated sales and service facility displays **12 motorcycles**. A unique highlight of the new showroom is the integrated café, providing a welcoming space for customers to relax and enjoy refreshments while they explore the world of BMW Motorrad. In addition to the sales area, the dealership includes a fully equipped workshop with **6** service bays, ensuring that customers receive top-notch maintenance and repair services. The facility also features a dedicated lifestyle area where customers can explore a range of BMW Motorrad gear, garments, and accessories.

BMW Motorrad offers access to a diverse range of curated riding experiences, training sessions, all crafted to elevate the spirit of riding and foster a passionate rider community. These experiences range from on-road and off-road training to adventurous tours and community-focused events such as BMW Motorrad Safaris, GS Experience and Brake-Free rides on weekends.

If you have any queries, please contact:

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