



Media Information
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MINI strengthens its India presence. Eminent Cars appointed as new dealer partner in Gujarat.

Transforming the luxury experience with BMW and MINI under one roof.

Surat. MINI India has appointed Eminent Cars as its new dealer partner in Surat, Gujarat, strengthening the brand's presence in West India. This strategic entry into one of the region's most promising luxury automobile markets underlines MINI's commitment to improving accessibility and deepening customer engagement.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "The launch of MINI in Surat marks a significant step in strengthening our presence in one of India's most dynamic and entrepreneurial markets. Gujarat's growing appetite for premium lifestyle brands and differentiated experiences makes it a natural home for MINI's distinctive character and progressive urban mobility. Together with Eminent Cars, we are creating an integrated Retail.NEXT destination that redefines luxury retail through immersive design, digital innovation and highly personalized customer engagement. We are confident MINI will inspire a new generation of customers in the region who value individuality, creativity and an emotional connection with the brand."

Mr. Ankur Jain, Dealer Principal, Eminent Cars said, "We are delighted to introduce MINI to Surat, a city that has emerged as one of Gujarat's most progressive luxury markets with a strong appreciation for innovation, style and individuality. Having built deep expertise in serving premium automotive customers in the region, we understand the evolving aspirations of Surat's discerning clientele and the importance of delivering experiences that go beyond the product itself. MINI brings a unique blend of iconic design, driving excitement and expressive character that perfectly complements the city's dynamic spirit. Through our state-of-the-art Retail.NEXT facility, we aim to create an immersive MINI experience and foster a passionate community of customers who connect with the brand's unconventional and youthful identity."

The future-forward Retail.NEXT dealership brings BMW and MINI together under one roof, reflecting the brand's commitment to luxury, innovation and customer satisfaction. The ultra-modern showroom spans **7,500 sq ft** and elegantly displays **seven** vehicles. The showroom is located at Dumas Road, Surat, Gujarat 395007. The workshop is equipped with state-of-

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the-art equipment and features **10 mechanical bays** and **seven body and paint bays** across **13,100 sq ft**, offering comprehensive service support.

The unique **living room atmosphere** and the cozy placement of seating close to the cars create a relaxed environment for consultations. **BMW Geniuses** are equipped with innovative digital sales tools to provide comprehensive information on product features and services. The **Sales Consultancy Lounges** offer dedicated areas for conversations that require a higher degree of privacy, including discussions on financing and leasing. The **Multifunctional Handover Bay** supports handovers for new and pre-owned cars and is also an ideal starting point for test drives. Its relaxed lounge setting is designed to make every delivery a memorable experience.

The latest range of **BMW and MINI merchandise and accessories** is showcased in the lifestyle and accessories zone. The Retail.NEXT dealership delivers extremely high standards across Sales, Service and Business Systems, ensuring customers receive a best-in-class pre- and post-sales ownership experience. Battery Electric Vehicle (BEV) users can also charge their electric vehicles (EVs) at the dealership.

Additionally, the Retail.NEXT showroom orchestrates elements such as lighting, sound, temperature, product staging and décor to create a cohesive experience.

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