

Media Information
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Relax. We Care.

BMW Group India launches BMW Summer Service Campaign 2026.

Gurugram. BMW Group India has announced the launch of BMW Summer Service Campaign 2026 across its nationwide dealer network, reinforcing its commitment to proactive customer care and premium ownership experience. The campaign is designed to ensure seamless mobility during the demanding summer months through preventive maintenance, expert diagnostics and exclusive service benefits.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "Indian summers can be tough, both for drivers and their cars. At BMW Group India, we believe a truly premium ownership experience goes beyond the vehicles we build. It is about the confidence and peace of mind we provide throughout the ownership journey. With the BMW Summer Service Campaign 2026, we are helping customers prepare better through timely preventive maintenance and advanced vehicle diagnostics for hassle free driving through summers. Our aim is to make proactive care simple, transparent, and reliable so that customers can enjoy every drive without worry. We remain committed to delivering seamless and precise service that ensures the performance, reliability and effortless driving pleasure that define the BMW experience.

The campaign aims to ensure customers are well prepared for the summer season with a list of prescribed checks. The campaign combines preventive vehicle inspection with value-added benefits and expert guidance to support effective vehicle management and on-time maintenance. Customers can book prior appointments for servicing at their preferred workshop and may also update their personal details to receive relevant service communications and offers from their authorised BMW dealer.

Following are the complimentary services covered under BMW Summer Service Campaign 2026:

- AC Filter Check
- Air Filter Check
- Tyre Condition Check
- Complimentary Battery Check*
- Up to 10% off on AC Fumigation
- Up to 25% off on labour on any AC related repair
- Up to 10% off on any VAS (Value Added Services)

*Complimentary Battery Check will be applicable only on non-EV vehicles.

Media Information

Subject BMW Group India launches BMW Summer Service Campaign 2026.

Page 2

Customers can also explore a wide range of BMW accessories to enhance the appearance and everyday functionality of their vehicles.

BMW India conducts periodic service campaigns across the country to help ensure that every BMW remains ready for the road. Cars older than five years can also benefit from special advantages under the 'BMW Joy Rewards' programme. Details of the offers and recommended vehicle checks will be available at participating authorised workshops during the campaign period.

If you have any queries, please contact:

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