

Media Information
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MINI Expands Footprint in India.

Deutsche Motoren appointed as second MINI Dealer Partner in Delhi NCR.

MINI and BMW come together under one roof at Deutsche Motoren's Noida showroom.

Noida. MINI India has appointed Deutsche Motoren as its second dealer partner in Delhi NCR, further strengthening the brand's presence in one of India's most important premium automobile markets. Located in Noida, the new showroom brings BMW and MINI together under one roof, offering customers a premium destination to experience MINI's distinctive design, spirited driving character and vibrant lifestyle appeal.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "MINI has always stood for much more than mobility. It is a brand with an unmistakable attitude, iconic design and a spirited driving experience that continues to inspire a passionate community in India. Delhi NCR is an important market for MINI, shaped by customers who value individuality, progressive style and premium experiences. The appointment of Deutsche Motoren as our second MINI dealer partner in Delhi NCR is a strategic step in widening the brand's reach and deepening customer engagement in this high-potential region. As a longstanding partner of BMW Group India, Deutsche Motoren brings strong market understanding and trusted customer relationships. With BMW and MINI now together under one roof in Noida, we are creating a stronger brand destination that will bring the world of MINI closer to more customers and fans."

Mr. Yadur Kapur, Dealer Principal, Deutsche Motoren said, "MINI is a brand that instantly connects with people through its personality, design and unmistakable sense of fun. We are delighted to bring this vibrant world of MINI to customers in Delhi NCR through the new showroom in Noida. With BMW and MINI under one roof, customers can experience BMW Group's premium retail standards while discovering a brand that celebrates individuality and self-expression. The showroom has been designed as a welcoming and engaging space where customers can explore MINI, connect with its lifestyle and become part of a growing community of MINI enthusiasts in India."

The new MINI showroom is located at H Block, Sector 63, Noida, Uttar Pradesh 201309. The facility has been created as a contemporary brand space where customers can discover

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MINI's iconic design, urban personality and premium retail experience in an engaging setting.

The showroom will display two MINI vehicles, allowing customers to experience the brand's progressive design, craftsmanship and unmistakable driving personality up close. Digital tools and personalised product consultation will enable customers to explore the MINI range in an intuitive and engaging manner.

A dedicated lifestyle accessories zone will showcase the latest range of MINI merchandise and accessories, reflecting the brand's vibrant lifestyle appeal. The showroom will uphold BMW Group's high-quality standards across sales, service and business systems, ensuring a seamless pre- and post-sales ownership experience for customers.

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