

Media Information
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BMW Group India strengthens its footprint in Navi Mumbai. MINI arrives at Infinity Cars, expanding its presence.

Infinity Cars brings BMW, MINI and BMW Premium Selection together at one Retail.NEXT facility in Navi Mumbai.

Navi Mumbai. BMW Group India has strengthened its presence in Navi Mumbai with the introduction of MINI at Infinity Cars. The addition expands the choice available to luxury customers in the region and advances MINI's growth across the Mumbai market. It also brings BMW Group India's distinctive brands and premium mobility experiences closer to a wider base of discerning customers.

The Infinity Cars Retail.NEXT dealership brings BMW Group's immersive retail concept to life through contemporary architecture, modern design and intuitive digital interfaces. With BMW, MINI and BMW Premium Selection under one roof, customers can explore a comprehensive range of new and pre-owned premium vehicles in a seamless, customer-focused environment.

Across Mumbai, Infinity Cars represents BMW Group India through six BMW and MINI sales and service facilities.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "The luxury mobility landscape in India is becoming increasingly experience led, with customers seeking brands that reflect their lifestyle and individuality. MINI, with its iconic design, distinctive character and expressive personality, resonates strongly with this evolving audience. Mumbai continues to be one of the most important markets for luxury automobiles in India and the introduction of MINI at Infinity Cars further strengthens our presence in the region. Through the Retail.NEXT concept, we are redefining how customers engage with our brands by creating immersive, digital-first and customer-centric experiences. Together with Infinity Cars, we look forward to bringing the unique world of MINI closer to customers in Navi Mumbai and accelerating the brand's growth in the market"

Ms. Pooja Choudary, Dealer Principal, Infinity Cars said, "We are proud to deepen our association with BMW Group India by introducing MINI at Infinity Cars in Navi Mumbai. Building on our strong presence in the region with BMW and BMW Premium Selection, MINI adds a distinctive new expression of premium mobility to our portfolio. Its iconic character will help us connect with a new generation of customers while giving our existing clientele even greater choice. We look forward to growing MINI in Navi Mumbai and taking our partnership with BMW Group India to the next level."

Infinity Cars Retail.NEXT, Navi Mumbai – A Future-Ready Facility.

The **6,774 sq. ft.** Infinity Cars Retail.NEXT facility in Navi Mumbai brings BMW and MINI together in a contemporary retail setting. A dedicated BMW Premium Selection area in the basement offers access to pre-owned BMW vehicles, while a lifestyle zone showcases BMW and MINI merchandise and accessories.

With MINI joining BMW and BMW Premium Selection, the facility now offers three distinct propositions at one destination. Its design makes it easy for customers to explore each brand and product range while preserving the individual identity and character of every offering.

About Retail.NEXT Experience.

BMW Group's Retail.NEXT concept reimagines luxury automotive retail around the customer. It combines digital innovation with personalised service in an open, contemporary environment designed for intuitive movement and interaction. Integrated digital interfaces allow customers to explore vehicle features, configure preferences and receive tailored recommendations, whether they visit for sales or service.

At the heart of Retail.NEXT is the '**Central Customer Walkway**', which places visitors and vehicles centre stage. The '**one floor**' and '**one ceiling**' approach creates a consistent environment across BMW, MINI, Sales, Service, new vehicles and BMW Premium Selection (BPS). A **single entry** for sales and service provides a clear arrival point and makes the facility easy to navigate.

The lifestyle and accessories zone presents the latest BMW and MINI merchandise and accessories. Across sales, service and business systems, the Retail.NEXT facility follows exacting quality standards to deliver a best-in-class experience throughout the customer journey, from purchase to ownership.

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