

Media Information
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BMW Group India strengthens its presence in Uttar Pradesh.

The iconic MINI brand debuts in Lucknow with Speed Motorwagen.

Retail.NEXT facility brings BMW, MINI and BMW Motorrad under one roof.

Lucknow. BMW Group India has strengthened its presence in Uttar Pradesh with the launch of MINI in Lucknow. The new Retail.NEXT Speed Motorwagen facility brings BMW, MINI and BMW Motorrad together under one roof, giving customers in the state capital access to the Group's complete premium mobility portfolio and an integrated sales and aftersales experience.

MINI's entry into Lucknow responds to the growing appetite for distinctive luxury mobility in Uttar Pradesh and brings the brand's expressive design, individual character and engaging driving experience closer to customers in the region.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "Lucknow is an important luxury market, with customers increasingly seeking brands that reflect their individuality and aspirations. Since 2012, BMW has shaped this market through a compelling portfolio, exceptional experiences and a strong local presence. We lead the luxury electric vehicle segment in Uttar Pradesh, reflecting the growing preference for progressive, sustainable mobility and the strength of our electric portfolio. MINI with its unmistakable style, spirited performance and distinctive character, is a natural fit for Lucknow's refined taste and appreciation for self-expression. Together with Speed Motorwagen, we are strengthening the power of choice by bringing BMW, MINI and BMW Motorrad under one roof, supported by personalised attention and seamless ownership support."

Mr. Divij Narain, Dealer Principal, Speed Motorwagen said, "The arrival of MINI marks a significant milestone for Speed Motorwagen and discerning automotive enthusiasts in Lucknow. Alongside BMW's progressive luxury and BMW Motorrad's spirit of freedom and adventure, MINI adds a distinctive new dimension to our portfolio. Our team is committed to bringing each brand to life through thoughtfully curated product discovery, expert consultation and comprehensive aftersales care. We look forward to nurturing passionate communities across all three brands and ensuring every customer interaction is as memorable and individual as the mobility experience they choose."

MINI

MINI is defined by an unmistakable blend of iconic design, inventive thinking and spirited performance. Its story began with Sir Alec Issigonis, whose revolutionary design for the original Mini combined compact exterior dimensions with a remarkably clever use of interior space - an ingenious, convention-defying philosophy that continues to inspire the brand today. From its characteristic proportions and distinctive details to its highly individual possibilities for personalisation, every MINI is designed to stand out and express the personality of its driver. Behind the wheel, the brand's legendary go-kart feeling brings agile handling, direct responses and an engaging sense of connection to every journey. Beyond the car, MINI creates expressive experiences where owners and enthusiasts come together through drives, lifestyle events and cultural collaborations, turning shared interests into a vibrant sense of community.

The MINI family offers a distinctive choice for every lifestyle: the MINI Cooper S is the iconic urban original with spirited performance; the MINI Convertible brings open-top driving fun; the MINI Countryman C combines everyday versatility with unmistakable MINI character; the all-electric MINI Countryman E delivers spacious, emission-free mobility; the MINI SE ALL4 pairs electric performance with all-wheel-drive confidence; and the MINI JCW Countryman ALL4 brings the performance-focused John Cooper Works spirit to the brand's most versatile model.

MINI has 18 sales touchpoints in 17 cities - Bird Automotive & Deutsche Motoren (Delhi NCR), Infinity Cars (Mumbai & Navi Mumbai), Krishna Automobiles (Chandigarh), KUN Exclusive (Chennai, Hyderabad & Bengaluru), Bavaria Motors (Pune), EVM Autokraft (Kochi), Gallops Autohaus (Ahmedabad), OSL Prestige (Kolkata), Speed Motorwagen (Lucknow), Titanium Autos (Guwahati & Ranchi), Eminent Cars (Surat) and Sanghi Classic (Jaipur & Jodhpur). MINI service is integrated with larger BMW Group India aftersales network and is available at 51 touchpoints across 36 cities.

Speed Motorwagen – Lucknow

Speed Motorwagen is located at Faizabad Road, Khand-2, Matiyari, Chinhat, Semra, Uttar Pradesh 226028. The Retail.NEXT facility represents BMW, MINI and BMW Motorrad in a immersive format under one roof. The integrated location combines new vehicle sales, BMW Premium Selection (BPS), lifestyle and accessories, and comprehensive aftersales support to offer customers a seamless experience.

The **BMW and MINI showroom spans 12,142 sq. ft.**, complemented by a **2,088 sq. ft. BMW Premium Selection area**. The display accommodates **eight BMW vehicles, three BPS vehicles and two MINI vehicles**. A dedicated Luxury Class Lounge and lifestyle area create a refined setting for customers to explore the Group's luxury portfolio and personalise their choices.

The facility also boasts a **17,035 sq. ft. service workshop** that offers excellent aftersales experience and convenience. The workshop is equipped with **three vehicle reception bays**,

eight mechanical and electrical bays and two programming bays, enabling efficient consultation followed by diagnostics, maintenance and repair.

BMW Motorrad section reflects the new retail brand experience and is spread across **2,100 sq. ft.** and **displays 11 motorcycles**. In addition to the sales area, the dealership includes **a 2,700 sq. ft. fully equipped workshop with four 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.

Retail.NEXT

BMW Group's Retail.NEXT transformation redefines the automotive retail experience in the luxury automotive segment. It reinforces a seamless experience for everyone, regardless of their sales or service needs. It blends digital innovation with personalized service, offering a dynamic and engaging environment. The layout features open spaces with minimalist design elements, allowing for an intuitive flow through the showroom. High-tech digital interfaces are integrated throughout the facility, enabling prospects to explore vehicle features, customize their preferences, and receive tailored recommendations.

Retail.NEXT puts visitors and vehicles at centerstage along the '**Central Customer Walkway**'. The '**one floor**' and '**one ceiling**' bring BMW, MINI, and BMW Motorrad, Sales and Service, New and BMW Premium Selection (BPS) - pre-owned cars all present on one consistent flooring with no separation between business areas. A dedicated **single entry** for sales and service ensures a clear entry point, making it easier to navigate the dealership seamlessly to address sales or service queries.

If you have any queries, please contact:

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