



## **The BMW Group launches the first MINI showroom in Jamaica.**

ATL Autobahn turns into the flagship supplier of the German assembly plant in the entire Caribbean region.

**Kingston, Jamaica, December 11, 2017** – Jamaica is one of the most relevant markets in the Caribbean region for BMW Group. In recent years, this brand has turned into a reference within the Premium vehicle sector of the country, and this opening responds to a planning strategic centralization for the benefit of the region.

This new complex will provide to the brand the high quality and service level it demands, and will further improve the philosophy of entire satisfaction to clients, strengthening the supplier's network and post-sale services. The brands that will be marketed within the facilities will be BMW and MINI, through more targeted sales experience to the clients; furthermore it will have the first Lounge M in Jamaica.

This new facilities will be the best and most modern in the entire region. This, altogether with the new models releases, specifically X3 and X2, marks an excellent future for the company.

After 11 months of construction, ATL Autobahn will be located in 38- 42 Lady Musgrave Road, Kingston 5, and will have more than 14,000m<sup>2</sup>, with capacity for 104 parking lots, and sufficient space for 12 vehicles on display (9 from BMW and 3 from MINI). Here, the clients will be able to obtain lifestyle accessories.

In order to offer an unbeatable service, this facility will have the support of 60 partners, who have been trained under the philosophy of Future Retail. All strategies and actions top priority will be to provide an excellent service to our clients.

As part of the efforts of developing and incorporating the most advanced technologies in the entire value chain, this building will use solar panels that will provide 75% of the energy that is used daily.

The big opening was carried out on December 9<sup>th</sup>, when the main executives of the company, government officials and BMW Group representatives met. Over 600 guests, among which there were media, potential and existing clients, bank partners and people of the upper class, celebrated with exquisite food, beverages and entertainment. The buildings were unveiled and presented for an immediate operation.

Antonio Antela, CEO for the importers of the region of Latin America and the Caribbean, said: "Jamaica is one country in which BMW Group has full trust, and we bet on the long term for a continuous growth together with our strategic ally ATL Autobahn. This is just an example that we keep growing in the region in order to offer Premium products with an excellent service to our clients".

ATL Autobahn will provide service in the following time schedules: for the sales department from 8:00 to 17:00 hours Monday to Friday, Saturday from 9:00 to 15:00 hours, the service time schedule will operate on the same way.



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### **About BMW Group**

Together with its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, BMW Group is the leader Premium manufacturer of vehicles and motorcycles, which, in turn, provides financial services and high quality mobility products. Since it is a global company, BMW Group operates 31 production and assembly sites in 14 countries and it has a global sales network in more than 140 countries.

In 2016, BMW Group sold about 2 millions 367 thousand vehicles and around 145 thousand motorcycles around the world. The profit before taxes for the fiscal year 2016 approximately was of 9 thousand 67 million Euros on income amounting to 94 thousand 16 million Euros. On December 31, 2016, BMW Group had a labor force of 124,729 employees.

The success of BMW Group has always been based on a long term thought and responsible action. Therefore, the company has established an ecologic and social sustainability throughout the whole value chain, responsibility on products and a clear commitment with the preservation of resources as an integral part of its strategy.

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### **About BMW Group México, Latinoamérica y el Caribe**

In the Latin America region, BMW Group trades the three brands BMW, MINI and BMW Motorrad; as well as in some countries also includes the sub-brand BMW i. BMW Group Mexico started activities at the end of 1994 and therefore the company celebrated in 2014 the 20th anniversary of its presence in that country. In the region of Latin America, the first importer located in Ecuador in 1958, with which its presence has more than 50 years.

The Group has two plants in Brazil; one of them is located in Araquari, Santa Catarina, with a focus on the production of cars. The other plant is located in Manaus, Amazonas, which is the first site manufacturing vehicles of two wheels of the brand out of Germany. In July, 2014, the company announced the investment of one thousand million dollars for the construction and operation of a production plant in San Luis Potosi, Mexico; which will start operations in 2019 with the new generation of the BMW Series 3.

The region of BMW Group in Mexico, Latin America and The Caribbean is composed of 26 countries: Argentina, Aruba, Bahamas, Barbados, Bolivia, Curacao, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Caiman Islands, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Santa Lucia, Surinam, Trinidad and Tobago, and Uruguay. From these countries, 26 offer the brand BMW, 19 offer the brand MINI, 13 the brand BMW Motorrad and 4 the sub-brand BMW i.

In addition, the Company has a service and post-sale organization, which offers customer service.

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