

Magna Motors: New BMW dealership in Dominican Republic.

Magna Motors, automotive company, market leader since 2010 with its Hyundai and MINI makes is planning to strengthen its market share with the new dealership of the BMW make.

Dominican Republic July 25, 2018. Magna Motors has broad experience in the automotive industry of this country and becomes the new dealership of BMW. Thus, BMW Group consolidates its alliance with the car company that has dealt MINI and BMW Motorrad makes since 2010.

This new alliance represents a strong commitment to improve the customer experience and the fulfillment of the current market needs.

With this new dealership, BMW will offer experiences in Dominican Republic, where each vehicle proprietor will feel supported with the premium seal of the brand and will find that there is huge availability of the product offer, sales coverage nationwide and the best post-sale service offer in the market.

“Latin American markets are strategic for the company’s global business. BMW Group’s commitment to the Region is to keep on extending its dealership network. The opening of Magna Motors is part of the our ruling purpose in our DNA which is to provide Premium products and services with excellent customer service, strengthening our alliances with strategic partners. This wil strengthen our presence in the country providing joint and highly productive work in vehicle marketing matters”, said Antonio Antela, President and CEO of Latin American importer countries.

“Magna Group is honored to be supported by such a globally renowned brand as BMW Group. We are sure that this alliance will produce successful business transactions and will surpass our customers’ expectations. For this integration, Magna is mainly focused on providing Premium customer service, extending our portfolio, strengthening the post-sale service and reconnecting the brand to the market. We will work hard to position ourselves as market leaders for the Premium segment”, added Agustin Lama, CEO for Magna Motors.

Magna Motors is part of a conglomerate of companies in automotive, industry, tourism and financial services areas and has a proactive and accessible management team present in Central America and the Caribbean.

Therefore, BMW Group considers that such transition in the dealership of products will be a milestone for the region for it will be supported by a company with all operation capacities to provide customers with the best brand experience.

A Service Center has been provisionally enabled at Ave. 27 de Febrero No. 242, Ens. Naco, Santo Domingo, D.N., current facilities of MINI and BMW Motorrad. Also, a BMW Call Center has been enabled at 809-385-1555 where Service appointments may be placed, and any other required information may be provided.

Finally, construction works have begun in Santo Domingo for the new Showroom for BMW, MINI and BMW Motorrad brands. Such showroom will be located at Ave. Abraham Lincoln No. 552 esq Calle Victor Garrido Puello, Ensanche Piantini and the New Service Center at Doctores Mallén No.235, Arroyo Hondo.

Soon, North and East areas will be serviced by a service center and sales dealership in the cities of Santiago and Punta Cana.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10,655 billion on revenues amounting to € 98,678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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The BMW Group production network

Strong customer demand and the launch of new models resulted in very high capacity utilisation for the BMW Group's production network in 2017. With 2,505,741 vehicles produced for the BMW, MINI and Rolls-Royce brands, production volumes reached a new all-time high. This figure included 2,123,947 BMW, 378,486 MINI and 3,308 Rolls-Royce units. The company's German plants, which produced more than one million vehicles, are responsible for roughly half of production volumes.

With its unparalleled flexibility, the leading-edge production system is in excellent shape for the future. Based on Strategy NUMBER ONE > NEXT, it is characterised by a high level of efficiency and robust processes. The BMW Group's production expertise represents a decisive competitive advantage and contributes to the profitability of the company and its sustainable success.

Quality and speed of reaction are key factors in the BMW production system, as well as flexibility. Digitalisation, standardised modular concepts and intelligent composite construction testify to the high level of expertise within the production network. At the same time, the production system offers a very high level of customisation and allows customer specifications to be modified up until six days before delivery.

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