

Press and Corporate Affairs

Media Information
30 December 2011

JOY grows with excitement.

BMW Group to present strategic car models at Auto Expo 2012.

New Delhi. BMW Group will participate in Auto Expo 2012 with its two brands BMW and MINI exclusively at **Hall No. 9**.

MINI will debut as a premium brand in India at Auto Expo 2012 with the launch of MINI, MINI Convertible and MINI Countryman exclusively at the MINI Pavilion.

BMW India will unveil the BMW Vision ConnectedDrive concept study and launch the new BMW M5 in India. BMW India will also present the exclusive limited-edition BMW Individual 7 Series Composition inspired by piano manufacturer Steinway & Sons.

The time for the press conferences on **5 January 2012** are as below:

BMW 5.10 pm

MINI 5.30 pm

Dr. Kay Segler, Senior Vice President, MINI Business Coordination and Brand Management will address the press briefing for MINI.

Dr. Andreas Schaaf, President, BMW India will address the press briefings for BMW and MINI and will share the market strategy in India for the year 2012.

The BMW Pavilion will also display the BMW 3 Series, the BMW 3 Series Convertible, the BMW 5 Series, the new BMW 6 Series Coupe, the new 6 Series Convertible, the BMW X1, the new BMW X3, the BMW X5 and the BMW X6.



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With its three brands, BMW, MINI and Rolls-Royce, the BMW Group has its sights set firmly on the premium sector of the Indian automobile market. Along with its automotive concerns, the BMW Group's activities in India comprise the marketing of motorcycles, as well as financial services for its premium clientele.

BMW India

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date BMW Group has invested 1.8 billion Indian Rupees. The wide range of BMW activities in India include the establishment of a production plant in Chennai (Tamil Nadu), parts warehouse in Mumbai and development of a dealer organisation across major metropolitan centres of the country. The BMW Plant Chennai produces the BMW 3 Series, the BMW 5 Series and the BMW X1 in petrol and diesel variants. The new BMW X3 is produced in diesel variants. The BMW Plant Chennai has the capacity to produce 11,000 units per year on a double shift basis. The total number of employees at BMW India is 650. More than 1200 additional jobs have been created in the dealer and service network. By end of 2012, BMW India will aggressively expand its dealer network by increasing the number of outlets to 40 across major metropolitan centers and emerging markets in India (from the present 25 outlets).

MINI India

The BMW Group will introduce MINI as a premium brand in India in January 2012. MINI will be introduced in India as CBU (completely built-up) unit with the launch of MINI, MINI Convertible and MINI Countryman. An exclusive MINI dealer network will be established in India for this purpose. In the start-up phase, BMW Group will concentrate on successfully establishing the MINI brand in India.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries. During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide.

The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. On 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees. The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

If you have any queries, please contact:

BMW Group India

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