



## Press and Corporate Affairs

Media Information

29 January 2016

### **BMW India gears up for Auto Expo 2016.**

The all-new BMW 7 Series and the all-new BMW X1 to be launched in India.

**Gurgaon.** BMW India will participate in Auto Expo 2016 at Hall No. 10, India Expo Mart, Greater Noida.

BMW India will launch the all-new BMW 7 Series and the all-new BMW X1 at Auto Expo 2016. Legendary sportsman Mr. Sachin Tendulkar will be present at the unveiling.

The contemporary yet future-focused interpretation of exclusive driving pleasure, the all-new BMW 7 Series offers a harmonious balance between unmatched luxury, technical innovation and dynamic performance. The all-new BMW X1 will establish new benchmarks with its sturdy proportions, impressive versatility and premium characteristics.

**Mr. Philipp von Sahr, President, BMW Group India** will address the press conference at Auto Expo 2016. Details are as below:

Date: 3 February 2016

Time: 17:40 hours

Venue: Hall No. 10, India Expo Mart, Greater Noida

The recently launched new BMW 3 Series will also be on display at the Auto Expo. The world's most successful premium sedan - the BMW 3 Series packs-in an iconic design, sporty dynamics and outstanding efficiency.

BMW India pavilion at the Auto Expo 2016 will display the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3, the BMW X5, the BMW M4 Coupe, the BMW M6 Gran Coupe, the BMW X6 M, the BMW

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Z4 and the BMW i8. BMW Motorrad will also be on display with BMW S 1000 XR , BMW S 1000 RR, BMW R nine T and BMW R 1200 GS.

### **BMW Group in India**

With its three brands, BMW, MINI and Rolls-Royce, the BMW Group has its sight 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.

Headquartered in Gurgaon (National Capital Region), BMW India is a 100% subsidiary of the BMW Group. Till date, BMW Group has invested over 4.9 billion Indian Rupees (€ 69 million) in BMW India. The wide range of BMW activities in India include a manufacturing plant in Chennai, a parts warehouse in Mumbai, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country.

BMW Plant Chennai started operations on 29 March 2007. BMW Plant Chennai locally produces the BMW 1 Series, the BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3 and the BMW X5.

BMW dealerships display the BMW 6 Series Gran Coupe, the BMW X6, the BMW Z4, the BMW M3 Sedan, the BMW M4 Coupe, the BMW M5 Sedan, the BMW M6 Gran Coupe, the BMW X5 M and the BMW X6 M which are available in the country as Completely Built-up Units (CBU).

BMW i stands for visionary electric cars and mobility services, inspiring design and a new understanding of premium that is strongly defined by sustainability. BMW i8, plug-in hybrid sports car, is available at four BMW i dealerships as a Completely Built-up Unit (CBU).

BMW India is the pioneer in bringing luxurious dealerships to India. BMW India has set a decisive course by setting up BMW dealerships of international standards across the country. BMW India has also set very high standards in service quality and customer care. Currently, BMW India has 38 sales outlets in the Indian market.

If you have any queries, please contact:

#### **BMW Group India**

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