

ON TRUST



Today, BMW is the strongest and the most trusted automotive brand in India. We have established the most efficient and unparalleled customer orientation across our dealer network in the country. And we have the most desirable product portfolio in India that delivers 'Sheer Driving Pleasure'.

We created the most powerful letter in the world – BMW M – and with it a thrilling future of performance. We created a new vision of mobility with BMW i – mobility that is both beautiful and sustainable. We created an adrenaline gushing experience with the BMW X range of sports activity vehicles.

We offer exclusively authentic premium luxury products, which are differentiated by their emotional appeal, uncompromising engineering, innovative technology and outstanding quality. BMW India will redefine automotive excellence in 2016 with 14 power-packed launches across the entire portfolio. Driving enthusiasts and BMW fans will be fascinated with irresistible products, each one of which will set new benchmarks. Starting with the launch of the new BMW 3 Series, the all-new BMW 7 Series and the all-new BMW X1 at Auto Expo and the BMW X5 M Sport, we have kicked-off an exciting product offensive. MINI is set to increase the temperature on Indian roads with the launch of the all-new MINI Convertible and MINI Clubman. This year, motorcycling enthusiasts can look forward to enjoying the 'ultimate riding experience' with the most-awaited brand from BMW Group – BMW Motorrad.

At BMW, we believe preserving the circle of 'Sheer Driving Pleasure' is essential for success. This circle can only be completed by introducing innovative products, building world class dealerships, maintaining state-of-the-art equipment, motivating and training a workforce that engages passionately with our clientele and delivers premium service standards ahead of its time.

Our customers value the quality of our premium products. We focus on creating a 'complete brand experience' for them, be it in terms of products, tactical delivery or service quality. Owning a luxury car will never

Philipp von Sahr President, BMW Group India



be inexpensive but BMW guarantees complete peace of mind with absolute transparency and zero surprises when it comes to 'cost of ownership'. We enhance ownership experience throughout the entire lifecycle of our products with customer-friendly services such as guaranteed buy-back with BMW 360°, BMW Service Inclusive, BMW Repair Inclusive and BMW Secure. BMW India has also launched the bespoke 'BMW Privé' customer loyalty program with unmatched privileges.

At BMW, the understanding of luxury and the appreciation for finer things extends deeper to other aspects of life as well. Innovative channels of engagements in lifestyle, sport, art and our collaborations with leading cultural platforms across the country bring real 'Joy' to our customers. BMW Art Cars in India, India Art Fair, Kochi-Muziris Biennale, Jodhpur One World Retreat and the BMW Guggenheim Labs; all these engagements have brought our customers closer to us. We have also broadened the horizons by creating exclusive events to connect with our clientele across the country with BMW Experience Tour in 18 cities, BMW Golf International in 14 cities and BMW India Bridal Fashion Week in 5 cities.

BMW has always looked towards India with a long-term perspective and our strategy is based on an inclusive approach. In 2015, the BMW Group increased its investment in India to 11.3 billion rupees. Presently, eight BMW models are being locally produced at BMW Plant Chennai. Celebrating the 'Make in India' initiative, BMW has further strengthened its commitment to the Indian market by increasing the level of localisation at BMW Plant Chennai upto 50 percent.

This year is set to be full of important milestones and celebrations as the BMW Group completes 100 years of automotive excellence. In the last centenary, BMW Group has created, shaped and advanced mobility. We are proud of our heritage, proud of what we have built and also proud of how we look ahead. Because the best way to predict the future is to create it! And that is what each one of us at BMW Group is contributing towards – the future. Now we look to the 'Next 100 Years'!