BMW
India

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BMW India brings the passion of the BMW M3 at opening of Kun Exclusive in Chennai

Chennai. BMW India today announced opening of Kun Exclusive, its dealership facility in Chennai. Kun Exclusive brings to Chennai the BMW standards of sales and service and the same international experience as any BMW dealership worldwide.

BMW India today also announced the Chennai debut of the BMW M Cars by showcasing, the pure thrill of unmistakable power and supreme responsiveness, the BMW M3 Coupé.

Speaking on the occasion, Mr. Peter Kronschnabl, President, BMW India said, "Our partnership with Kun Exclusive will allow us to consistently expand and strengthen our position in not just an important market but also on our home ground in India. Through Kun Exclusive, we will offer our products and high quality services that are at par with international standards to our customers in Chennai."

Located on GST Road and covering 20,000 sq. ft. Kun Exclusive has an ultra-modern showroom integrated with an after-sales service facility featuring service bays and a spare parts inventory. The design of the showroom is based upon Reception at the Car (RATC) and Urban Street Display concept which is a Signature BMW layout with a Consultation lounge, Sales and After Sales Desk close to the display area. The facility would be equipped to service approximately 20 cars a day. This facility of Kun Exclusive is significant to the fact that Chennai is the home of BMW Plant in India.

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Mr. Vasanthi Bhupati, Director, Kun Exclusive said, “We believe that the foundation of our partnership with BMW India is based on bringing very high standards in sales and service of premium automobiles to India. We are fully committed to this partnership with BMW India and look forward to an exciting relationship.”

As with every other BMW dealership, Kun Exclusive has been provided intense training in management of sales, service, spare parts and business systems to ensure its customers the best-in-class pre and post sales ownership experience. Kun Exclusive’s team of service engineers has trained at BMW’s Training centers in Singapore, Malaysia and Germany.

Mr. Peter Kronschnabl, President, BMW India further added “The BMW M Cars are a successful synthesis of unobtrusive yet powerful appearance, combined with a high-performance power unit - a sports car featuring Formula 1 technology and at the same time offering premium comfort for everyday use. In terms of driving dynamics; the BMW M Cars always set standards in its segment.”

The BMW M Cars not only excel due to their high performance, but due to the way in which M power is produced and developed. The M car's inexhaustible power reserves create a new dimension in effortlessness. The heart of a BMW M Car is its high-revving naturally aspirated engine. Built with passion, BMW M engines offer turbine-like performance, instant responses at all engine speeds and a step yet smooth power curve. The result is breathtaking speed whenever you need it. For even greater agility, BMW M uses intelligent lightweight materials throughout, helping to maximise the power-to-weight ratio and allowing you to make the most of the engine’s power.

The New BMW M3 Coupé, BMW M5 Sedan, BMW M6 Coupé, BMW M6 Convertible can be ordered at Kun Exclusive in Chennai.

BMW India Private Limited

Headquartered in Gurgaon (National Capital Region) BMW India is a 100% subsidiary of the BMW Group. The initial investment in India is 1.1 billion Indian Rupees.

The wide range of BMW in India include the establishment of a production plant in Chennai (Tamil Nadu) and development of a dealer organisation across all metropolitan centres of the country.

In medium term, BMW India will employ around 200 people; up to 600 additional jobs will be created in the dealer and service network.

On 29 March 2007, BMW India officially opened its production plant in Chennai (Tamil Nadu) in the presence of Dr. Norbert Reithofer, Chairman of the Board of Management, BMW AG and Dr. Frank Peter Arndt, Member of the Board of Management, Production, BMW AG. The BMW Plant Chennai produces the BMW 3 Series and BMW 5 Series Sedans in petrol and diesel variants. The BMW Plant Chennai has a capacity to produce 3000 units per year on a single shift basis.

Presently, nine dealers represent BMW in the Indian market; Bird Automotive (Gurgaon, NCR), Deutschen Motoren (New Delhi); Navnit Motors (Mumbai), Infinity Cars (South Mumbai); Krishna Automobiles (Chandigarh); Navnit Motors (Bangalore), Delta Motors (Hyderabad), Kun Exclusive (Chennai) and Bavaria Motors (Pune). Owing to an exuberant growth potential, BMW is hopeful of multiplying its annual sales volume and has already chalked out an extensive dealer strategy to support its plans. Phase I of the Dealer network expansion plan includes 12 dealers covering all metropolitan centres of the country by the end of 2008.

BMW dealerships will display the BMW 3 Series (325i, 320i and 320d, 320d Highline) and BMW 5 Series (523i, 525i, 530i and 525d) that are produced at the BMW Plant Chennai, and BMW 6 Series (650i Coupé and 650i Convertible), BMW 7 Series (740Li, 750Li, 760Li and 730Ld), BMW X3 (X3 2.5 si) and the BMW X5 (X5 3.0d and X5 4.8i) which are available in the country as CBU's (completely built-up units). The New BMW M3 Coupé, BMW M5 Sedan, BMW M6 Coupé, BMW M6 Convertible, BMW 7 Series Individual and BMW 6 Series Individual can be ordered at BMW India dealerships.

BMW India has partnered with Bajaj Allianz General Insurance for offering motor insurance and with ICICI Bank to offer customised financial solutions for its customers. These products and services are offered through the BMW Financial Services.

BMW India has also established an International Purchasing Office (IPO) at its Headquarters in Gurgaon. The IPO will focus on the development of exports from India to the BMW Group International Production Network and there work towards increasing the sourcing share from India over the next years. The activities include the identification and assessment of potential suppliers taking into account BMW's requirements for quality, technology and logistics. The IPO will explore procurement of production material (components) as well as IT and Engineering Services.

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