



**For immediate release**

## **BMW to provide First Class seats for VIPs at Singapore Airshow.**

### **365 BMW cars soon to take flight as official cars.**

**Singapore, 11 January 2010** – Performance Motors Limited (PML) and BMW Group Asia are proud to be the official car partner for the upcoming Singapore Airshow 2010 which will take place from 2 to 7 February 2010.

A total of 365 BMW cars, comprising 115 units of BMW 3 Series, 240 units of BMW 5 Series and 10 units of the flagship BMW 7 Series will soon be delivered to the Singapore Airshow organizers for chauffeuring their VIP guests. The value of the support is estimated to be close to S\$500,000. This will be the second time PML and BMW Group Asia are supporting the event as the official car sponsor since the inaugural success in 2008.

Recognised as Asia's largest and one of the top three aerospace and defence exhibitions in the world, Singapore Airshow is all about its promise to deliver opportunities to its exhibitors, trade visitors, partners and foreign dignitaries. It has proven to be one of the most anticipated international aviation shows and is a must-attend event in the industry's global calendar providing an excellent platform to foster relationships and to explore valuable business opportunities.

Mr Simon Rock, Managing Director of PML said, "With our prior experience in various high-level government and international sporting events, I'm confident that we will be able to provide an unparalleled level of service and support to ensuring the success of Singapore Airshow 2010."

Top-flight guests to the Singapore Airshow will be chauffeured in comfort and style and the design excellence and cutting-edge technology typical of BMW are qualities that VIP guests and the aviation industry insiders will appreciate.



Mr. Jimmy Lau, Managing Director of Singapore Airshow & Events Pte Ltd (SAe) said, “We are delighted to work alongside Performance Motors Limited and BMW Group Asia and to have them onboard once again as the official car partner for our show. Our partnership with BMW will ensure that our participants and delegates will continue to enjoy their rides in comfort, safety and style during show time. Singapore Airshow always seeks to enhance the experience of our participants and the distinctive qualities which we hope to bring to all our participants are synonymous with BMW’s performance and premium brand image.”

“There are definitely synergies between the Singapore Airshow event and the progressive nature of BMW automobiles. BMW has its roots in aerospace and has evolved to be the epitome of dynamism, safety and comfort in the motoring industry. Its premium products are most befitting for aviation industry VIPs. Singapore is a key aviation hub in the Asia Pacific region and we are proud to be able to contribute to a major event in the global aviation calendar,” said Mr. Rock.

END

For media enquiries, please contact:

**Performance Motors Ltd**

Public Relations Department

Geraldine Lam, Assistant Manager

Tel: (+65) 6319 0268; Email: [geraldine.lam.huiqi@simedarby.com.sg](mailto:geraldine.lam.huiqi@simedarby.com.sg)

[www.pml.com.sg](http://www.pml.com.sg)

Belinda Bay, Senior Manager

Tel: (+65) 6319 0115; Email: [belinda.bay@simedarby.com.sg](mailto:belinda.bay@simedarby.com.sg)

**Singapore Airshow & Events Pte Ltd**

Marilyn Ho, Director, Communications

Tel: (+65) 6821 2010 ext 140; Email: [marilynho@singaporeairshow.com.sg](mailto:marilynho@singaporeairshow.com.sg)



### **About Performance Motors Limited (PML)**

Performance Motors Limited (PML) is a member of the Sime Darby Group and the dealer of BMW cars and BMW motorcycles in Singapore since 1979.

In an industry first in 2002, PML initiated a customer lifestyle and rewards programme which later evolved into the 'BMW 7 Series Privileges Programme' – an exclusive, premium lifestyle package that accords BMW 7 Series customers distinct privileges that include golfing, resort getaways, chauffeur services as well as driver training and car grooming services.

In 2003 and 2004, PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership. In 2005, PML added to its collection of BMW awards with the Best Sales performance in the Asia region.

The year 2005 marked a significant milestone when record PML sales established BMW as the leading premium car brand in Singapore.

In 2006, PML continued to set the pace, again topping sales in the luxury segment with BMW sales marking a 74% increase compared to 2003.

The achievement in BMW's sales leadership was repeated in 2007, with PML once again topping sales in the luxury segment for the third consecutive year with a record breaking 3,715 vehicles sold (MTA figures).

The flagship BMW 7 Series limousines, used to transport world leaders during the 2006 World Bank meetings and all key government events in 2007, was once again reaffirmed as the choice for leaders as the official car for the ASEAN Ministerial Meeting and the ASEAN Economic Ministers Meeting in 2008.

PML opened the new Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia, in September 2008. The existing two premises at Sime Darby Centre and East Coast Centre continue to serve BMW customers and strengthen PML's service excellence in conjunction with the new Performance Centre at 303 Alexandra Road.

2009 saw BMW continuing to be the limousine of choice for the APEC meetings and also a third consecutive year for the Barclays Singapore Open.



### **About Singapore Airshow**

The Singapore Airshow is Asia's largest and one of the top three aerospace and defence exhibitions in the world. First held in 2008, the Singapore Airshow is an international biennial event which serves as a global marketplace and networking powerhouse for the world's aviation community. Singapore Airshow also features a series of high level conferences dedicated to leading players in the global aviation industry - Singapore Airshow Aviation Leadership Summit (SAALS) and the Asia-Pacific Security Conference (APSEC). Singapore Airshow is organised and managed by Singapore Airshow & Events Pte Ltd (SAe).

For more information on Singapore Airshow 2010, please visit [www.singaporeairshow.com.sg](http://www.singaporeairshow.com.sg)