

Auto Bavaria opens service centre in Penang

By DAVID TAN

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PENANG: The new Auto Bavaria service centre at Jalan Anson will cater to the growing market for BMW cars in the northern region.

Auto Bavaria Sdn Bhd managing director Mathias Heimann said BMW was the fastest growing luxurious car brand in the country.

"In 2006, over 3,000 BMWs were sold, representing a 9% increase over the 2005 figures.

"In the northern region, most of our customers are in Penang. That is why we are maintaining our service centre on the island for their convenience," he said.

Heimann was speaking to reporters yesterday after the launch of the state-of-the-art service centre in Penang, replacing the one at Jalan Sungai Pinang which had been operating from 1997 until June this year.

About 15% of the luxurious car market was located in the northern region, Heimann added.

Auto Bavaria, a wholly-owned subsidiary of Sime Darby group and the main local dealer of BMW vehicles, has renovated its service centres in Kuantan, Segambut, Sungai Besi and Glenmarie.

The other service centres in Johor Baru and Kuching, and the showroom in Bukit Bintang will be renovated soon.



Mathias Heimann (right) and BMW Malaysia corporate affairs manager T. Vijayarajam looking through the company's flagship model 750Li after the opening of the Penang service centre

A budget of RM30mil has been allocated for the upgrade, including setting up of the Penang facility.

Heimann said the Jalan Anson centre would also house the first BMW motorcycle showroom in the north.

"A showroom to display a range of MINI models is also being built at the site. It will be ready in September," he said.

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MATHIAS HEIMANN