

# Auto Bavaria zooms in on east coast auto market

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**KUANTAN:** Auto Bavaria Sdn Bhd, the main local dealer of BMW vehicles, hopes to capture at least 25% of the premium car market in the east coast states this year.

Managing director Mathias Heimann said that based on market research, between 300 and 400 premium cars were sold in these states annually.

Last year, 45 BMW cars were sold in the east coast states and Auto Bavaria aimed to capture at least 100 new customers over the next 12 months, he said after the opening of the company's latest 4S (sales, service, spares and system) centre here last Friday.

"We are confident of achieving the target with the setting up of our new branch here. Over the next two years, we plan to

venture into Terengganu if we see the potential to expand.

"Don't underestimate the east coast states as there are many affluent people residing here," he said.

Costing RM2mil, the three-storey facility showcases the latest BMW models and has a separate display area for BMW motorcycles.

Heimann said this was the first time products from BMW Motorrad were made available outside the Klang Valley.

"The branch here is the first to be completed as part of a systematic upgrading of our nationwide network infrastructure," he said.

With the facility, BMW owners would not need to drive to the Klang Valley to enjoy a "faster, comfortable and efficient" service, he added.



From left: Auto Bavaria corporate affairs manager T. Vijayarajam, managing director Mathias Heimann and branch manager Harjit Singh at the opening of the company's 4S centre in Kuantan