

Auto Bavaria soups up facilities in Penang

New branch will have a bigger showroom for BMW models and the first Motorrad showroom in north Malaysia

■ **By Marina Emmanuel**
marinae@nstp.com.my

BMW'S main dealer in Malaysia, Auto Bavaria, has opened a state-of-the-art branch in the heart of George Town, Penang.

The new branch, located along Jalan Anson, will feature a bigger showroom for BMW models and have the first Motorrad showroom in north Malaysia.

A new facility to showcase MINI models is also set to come in the last quarter of the year.

"Sime Darby Motor Group has been a strong supporter of the BMW brand for many years, with operations in Malaysia, Singapore, China, Hong Kong, Macau and New Zealand.

"The new facilities at Auto Bavaria Penang and across the country reaffirm Sime Darby's commitment to the BMW brand in Malaysia," Auto Bavaria managing director Mathias Heimann said during a media preview of the new facility

in Penang.

Auto Bavaria has earmarked over RM30 million to upgrade its eight branches nationwide.

Heimann also said that the company is committed to work hand in hand with its principal — BMW Malaysia

— to expand the leading position of BMW, MINI and Motorrad in Malaysia.

"This is another important step in our strategy of offering a complete premium experience for BMW customers.

"Over the last two years,

we have been expanding and refurbishing our dealer network," said BMW Group Malaysia corporate affairs manager Vijayaratnam Tharumartnam.

Auto Bavaria has nurtured the BMW brand in Malaysia for 19 years, and its nation-

wide network of eight branches comprises showrooms and authorised BMW service centres in Penang, Glenmarie, Sungai Besi, Segambut, Johor Baru, Kuantan and Kuching, and a showroom in Bukit Bintang, Kuala Lumpur.



Heimann (left) and Auto Bavaria Penang branch manager Yeap Cheng Wooi with BMW's latest model at the new branch.