



BMW's Sepang driving school. (Above) Upgraded Auto Bavaria branch.

## All for customer convenience

**SHAH ALAM:** Auto Bavaria, a fully-owned subsidiary of the Sime Darby Group, has officially unveiled its upgraded branch and main office at Glenmarie, Shah Alam, following extensive upgrading works.

It is the fourth of Auto Bavaria's eight branches nationwide to have completed the process — aimed at providing a new level of comfort and convenience to its customers.

The upgraded showroom now boasts a more comfortable environment with a spacious display area, a more comfortable customer lounge, a refreshment area, children's play area and is Wi-Fi-enabled for customer convenience. The service reception has also been upgraded to facilitate faster customer service.

Auto Bavaria Glenmarie has also implemented several new initiatives that reflect its customer-orientated approach.

The Quick Service concept for

service jobs under two hours allows customers to wait and relax in comfort while their cars are being serviced.

The branch is now open on Sunday to make it easier for customers to service their cars, purchase parts and test-drive the latest BMW model at a leisurely pace.

Customers can also drop off their cars for service at night with the branch's 24-hour Service Reception.

"We are fortunate to have the advantage of a track record that spans two decades, which gives us an in-depth understanding of BMW customers," said Auto Bavaria managing director Mathias Heimann.

"The significant investment in upgrading our nationwide network will certainly help us expand our position as the largest retail and service organisation for BMW, MINI and Motorrad in the country."