

## **BMW Malaysia takes on rivals in used car mart**

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BMW Malaysia Sdn Bhd will compete head-on with other players in Malaysia's used car market in the country with the launch of its programme called the BMW Premium Selection (BPS).

The launch is part of the company's strategy to improve sales.

BMW Malaysia managing director Geoffrey Briscoe noted the grey market trade under the premium vehicle segment has seen an average growth rate of 6.2 per cent over the past four years.

"In 2007 alone, 6,081 parallel imports were purchased out of the total 13,760 premium vehicles sold," he told reporters after the BPS launch in Shah Alam, Selangor, yesterday.

Sales of used BMW cars have tripled over the last three years from 250 units to 750 units.

He is optimistic that the BPS programme will be a success as it offer features and benefits which are fully backed by the principal manufacturer.

"BPS gives buyers the reassurance of a manufacturer-backed warranty and same confidence as purchasing an entirely new vehicle," Briscoe said.

He said the first dealership to offer BPS is Auto Bavaria in Glenmarie while others are expected to follow suit.

Briscoe said BMW Malaysia dealerships that will offer the programme have to undergo specific training combined with frequent audits and match strict process standards.

The cars must have an approved and documented history as part of the criteria, pass a strict 72-point check by factory trained experts, are technically and visually refurbished, and have less than five years of less than 100,000km mileage.