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# **BMW Plans To Be Number 1**



BMW India sold 2,908 cars in India in 2008, its second year of operation, closing the gap with luxury car leader Mercedes-Benz, which sold 3,625 cars in the same year, which was also its 12th year in the country. Revving up efforts, BMW India will launch five new cars in 2009. It has already introduced the all-new 7 Series sedan and the new 3 Series sedan. The SUV X6 and X3 diesel and a new sports model will be launched sometime this year. Two more variants of the new 7 Series will also be introduced in the coming months.

BMW India president Peter Kronschnabl said: "We have lined-up ambitious launches for India to increase competition. We are hopeful of becoming the segment leader sometime this year. Besides the 3 and 7 Series, there will be a few more surprises during the year at regular intervals to capture the top slot."

BMW India sold 2,046 vehicles during its debut year 2007, in which its global arch rival Mercedes-Benz sold 2,395 vehicles. While the sales of both companies have grown in the past, intense competition has forced Mercedes-Benz to change its strategy for India.

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