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BMW To Ramp Up Dealer Network



[BMW India](#) plans to ramp-up its network and penetrate Tier II cities like Coimbatore, Jaipur, Ludhiana, Bhubhaneshwar and Lucknow. The year 2009 has been good for the company when it sold 992 cars in the first quarter itself. The company presently has 12 dealers in 10 cities and plans to add 10 more in Tier II cities by the end of 2010. It expects each dealer from Tier II locations to contribute about 30-40 cars per year. BMW's global component sourcing from India is progressing as per plan, Kronschnabl said.

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