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BMW Used Car Business To Commence In India



[BMW India](#) will start its used car business, 'BMW Premium Selection' from April this year aiming for at least 30% of its total sales in the country to come from it. The company will open the first showroom for pre-owned cars in Chennai on April 1 and follow it up with a showroom in Gurgaon by the third quarter of 2010. On an average a customer uses a premium of luxury segment car in India for 5.6 years. The vehicles will be selected from the owners only after a full inspection by BMW engineers and technicians. However only those cars which were purchased since the launch of BMW's Indian operations in 2006 will be accepted from the owners. The firm will give a warranty for the cars to new customers.

"I want to make the announcement that we are starting our used-car business in India from April 1. The business will be known as 'BMW Premium Selection', in line with our global brand," BMW India President Peter Kronschanabl said. "We want to create an entirely new business with our used-cars," he added.

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