



Media Information

December 12, 2018

BMW Malaysia Unveils New BMW i Charging Facilities at Ramada Plaza by Wyndham Melaka.

Premium automaker expands network of BMW i Charging Facilities in Melaka, as part of its ongoing commitment to driving Visionary Mobility nationwide.

Melaka, 12th December 2018 – BMW Malaysia introduced two New BMW i Charging Facilities at Ramada Plaza by Wyndham Melaka.

Mr. Klaus Sennik, General Manager of Ramada Plaza by Wyndham Melaka said, “The New BMW i Charging Facilities at our hotel marks a significant step forward in enriching our hospitality offerings to our guests while empowering their sustainable lifestyles”. With this invaluable partnership with BMW Malaysia and Seong Hoe Premium Motors, we can now look after the e-mobility needs of our guests with cutting-edge facilities, offering them peace of mind as they explore the fascinating City of Melaka and its surrounding areas in their electric vehicles”. Chief Engineer for the hotel, Hj Abdul Rahman who spearheads the hotel’s green initiatives added, “this is also part of our hotel’s ‘green’ efforts to ensure greater environmental sustainability which is line with the Wyndham group of hotel’s green objectives.

Sharing Sennik’s sentiments, Mr. Loy Suan Chiow, Dealer Principal of Seong Hoe Premium Motors, meanwhile, said, “We are seeing a rising adoption of BMW electrified vehicles in the state and an increasing demand for the best-in-class charging facilities to power this shift to Electro-Mobility. Following the BMW i Charging Facilities introduced at Holiday Inn Melaka and Hotel Equatorial Melaka last year, the New Facilities at Ramada Plaza by Wyndham Melaka once again attests to our fruitful partnership with BMW Malaysia in making Visionary Mobility more accessible in the state of Melaka.”

The New BMW i Charging Facilities at Ramada Plaza by Wyndham Melaka join BMW Malaysia’s growing network of charging infrastructure, the most recent being the BMW i Charging Facilities at the Banjaran Hot Springs Retreat, Ipoh, and Iconic Hotel, Penang, as well as the first BMW i Charging Facilities in Perak earlier this year at WEIL Hotel, Ipoh.

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Sashi Ambi, Head of Corporate Communications, BMW Group Malaysia, meanwhile, said, “As the leading provider of premium electro-mobility in the country, we are committed to elevating the Sheer Driving Pleasure of our customers by ensuring state-of-the-art facilities are accessible at key strategic locations. We are excited to see how much our network of charging facilities has expanded, as we continue to drive e-mobility forward through innovation, awareness on new and clean technology for the automotive industry, as well as changing the infrastructure for premium electric vehicles in the country.”

BMW Group Malaysia continues to solidify its position as the leading brand for electro-mobility, with electrified vehicles accounting for over 57% of the total BMW and MINI delivery from January to October this year, while the number of electrified vehicles delivered year-on-year has also increased to more than 40% from over 4,500 to over 6,000 units.

BMW Group Malaysia’s portfolio of Visionary Mobility with the BMW iPerformance vehicles are also supported by the ChargeEV platform through its partnership with the Malaysian Green Technology Corporation. The BMW ChargeNow service, which is offered as part of the BMW 360° ELECTRIC programme, also grants straightforward access to partner charging facilities like ChargeEV, where customers can enjoy 24/7 support and access to all charging locations in ChargeEV’s growing network nationwide.



Ribbon cutting with (From L-R) En. Hj Abdul Rahman, Chief Engineer, Mr. Klaus Sennik, General Manager, En. Mohd Hafizam, Operation Manager Perbadanan Teknologi Hijau Melaka, Mr. Sashi Ambi, Head of Corporate Communication BMW Group Malaysia and Mr. Loy Suan Chiow, Dealer Principal of Seong Hoe Premium Motors



Group photo with (L-R) Mr. Sashi Ambi, Mr. Klaus Sennik, Mr. Mohd Hafizam, Mr. Loy Suan Chiow and Mr. Jason Bak.



Test charging with the BMW i charger.

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About BMW EfficientDynamics

BMW EfficientDynamics was coined by BMW more than a decade ago to define the company's long term sustainable strategy to produce fuel-saving and alternative vehicle concepts through clean production processes. It is an array of technologies that are already fitted as standard across practically the whole model range. As the manufacturer with the most comprehensive programme for reducing fuel consumption and emissions, BMW EfficientDynamics are designed to enhance the performance and driving pleasure of the vehicles at the same time. In 2007, BMW was awarded a "Green Steering Wheel" for outstanding environmental innovation for its BMW EfficientDynamics technology.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly Facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

Website: www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
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About BMW Malaysia Sdn. Bhd

BMW Group Malaysia is the representative of Bayerische Motoren Werke (BMW) AG in Malaysia with activities that cover the wholesale of BMW, MINI and BMW Motorrad vehicles, spare parts and accessories as well as the overall planning of sales, marketing, after-sales, and other related activities in Malaysia. The organisation's presence in the country includes its National Sales Centre (NSC) in Cyberjaya and BMW Assembly Facilities at the Kulim Hi-Tech Park, Kedah which supports the Malaysian region as well as the BMW Group Data Centre (GDC), BMW Group Regional Training Centre (RTC) in Cyberjaya and BMW Group Parts Distribution Centre (PDC) at the Free Industrial Zone of the Senai International Airport in Senai, Johor which supports 22 markets in the Asia-Pacific region. BMW dealership network covers 39 outlets in various cities in Malaysia.

Website: www.bmw.com.my
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