**Press Release**   
**14 August 2025**

**BMW GROUP Expo 2025 Makes a Grand Return, Featuring Exclusive Experiences and Special Offers**



**Bangkok.** BMW Group Thailand presents an extraordinary experience at **BMW GROUP Expo 2025** under the captivating theme **'Heritage Meets Innovation**,' blending an extraordinary journey through BMW's rich legacy with cutting-edge future technology. Set to transform the G floor of CentralWorld   
from August 21-24, 2025, the event showcases a diverse range of vehicles from BMW, MINI, and   
BMW Motorrad, allowing customers and enthusiasts to experience them up close in an exhibition format throughout. A major highlight will be a landmark celebration of the 50th anniversary of the iconic BMW   
3 Series, the legendary sedan that has captured the hearts of drivers worldwide.

This year also features a special highlight - the grand gathering of classic models from BMW, MINI, and BMW Motorrad on Saturday, August 23, at front of CentralWorld. This unique event will give classic car enthusiasts an opportunity to express their passion and connect with the valuable heritage of these iconic brands. Furthermore, the expo will also present exclusive offers for those interested in owning vehicles from all three brands.

Mr. Rene Gerhard, President and CEO of BMW Group Thailand, stated, "This year's BMW GROUP Expo 2025 is a vibrant celebration of the invaluable heritage BMW has crafted and upheld for decades. Our 'Heritage Meets Innovation' theme is designed to present the success stories of our past vehicles that form the foundation for the cutting-edge innovations we showcase today. This is especially significant as we mark the 50th anniversary of the BMW 3 Series, a true legend that has inspired drivers worldwide for generations. BMW enthusiasts in Thailand will be thrilled to witness the BMW 3 Series from its very first generation through to the current seventh generation."

"Beyond showcasing our diverse models from all three brands, we are committed to fostering a strong community among our brand enthusiasts. The gatherings of BMW, MINI, and BMW Motorrad fan clubs will be a testament to the shared passion and enduring the long-standing bond between our brands and customers. Additionally, we continue to reinforce our philosophy of 'Sheer Driving Pleasure' and reaffirm our leadership in the automotive industry by presenting sophisticated automotive innovations that seamlessly blend unparalleled luxury, delivering a more accessible and impressive experience for everyone," Mr. Rene Gerhard added.

The BMW GROUP Expo will also feature the latest vehicle models, led by the new BMW 2 Series Gran Coupé and BMW iX1 eDrive20L M Sport. MINIsters are in for a treat with the MINI 66 Collection, a truly exclusive limited edition celebrating MINI's 66-year legacy since its introduction in 1959. Recently launched in Singapore, only one unit will be exclusively available for MINI enthusiasts in Thailand. Also, on display will be the MINI Countryman S ALL4 Hightrim with the new price, as well as flagship motorcycles from BMW Motorrad, including the BMW R 1250 RT and BMW F 900 GS, underscoring the diversity of BMW Group’s product portfolio designed to meet every lifestyles.

**Journey Through Time: Thematic Exhibition Zones**

BMW GROUP Expo 2025 invites visitors on an immersive journey through the rich history of BMW Group, with each meticulously designed zone offering unique and captivating experiences:

* **Classic Era Charm**: Step back in time to a retro bar ambience and rediscover iconic legends like   
  the revolutionary BMW ISETTA, the acclaimed BMW 2002 sports sedan, and the legendary R75 Sidecar motorcycle, a true piece of world history. Visit Zone Temp 7.
* **Power of the M Family:** Experience the raw power and sporty DNA of the M family, showcasing the evolution of high-performance vehicles, from the iconic M3 (E30) to the latest M2 LCI embodying the exciting spirit of compact sports cars. Visit Zone Temp 6.
* **Celebrating 50 Years of the 3 Series:** The centerpiece of the expo! Featuring all seven generations of the BMW 3 Series to commemorate the five decades of the brand's most successful sedan, on Saturday, August 23. This zone includes the latest 2 Series Gran Coupé M Sport Pro, flagship motorcycles like the luxurious R 1250 RT touring bike and high-performance F 900 GS adventure bike, as well as a comprehensive display of the X family. Visit EDEN Plaza.
* **Future Innovation:** Glimpse into BMW's vision for electric and hybrid future. This zone features   
  the recently launched iX1 eDrive20L M Sport, along with a special exhibition of the BMW i8, a hybrid sports car that perfectly combines innovation and distinctive design. Visit Central Court Zone.
* **Unparalleled Luxury:** Indulge in exclusive luxury with vehicles featuring the latest iDrive system. This zone showcases the BMW i7 xDrive60 M Sport, a flagship electric sedan, and the X7 xDrive40d M Sport LCI, a large luxury Sports Activity Vehicle offering supreme refinement.
* **Legacy of Victory:** Trace MINI's great history with a display of the Classic MINI, inspired by   
  the 1964 MONTE CARLO RALLY, featuring the iconic red colour that created a legendary victory in world-class rally competition. Discover its connection to the current MINI John Cooper Works family that continues the spirit of sportiness and high performance. Experience the quintessential British sporting charm with the MINI Cooper SE, MINI Aceman, and MINI Countryman Hightrim. Visit BEACON Zones 2&3.
* **Classic Vehicle Enthusiasts Gathering on August 23:** This dedicated space invites classic BMW Group vehicle enthusiasts from BMW Group to showcase their beloved cars and share their passion. Visitors will have a unique opportunity to connect with living automotive heritage and be part of writing the next chapter in BMW Group's history. Experience this special moment at Square A.

**Special Offers at BMW GROUP Expo 2025**

Customers purchasing X4 xDrive20d, X5 xDrive50e, and X6 xDrive40i M Sport models during the expo period with the vehicle handover until September 30, 2025, will receive complimentary Original BMW Accessory packages valued at over 250,000 Baht for X4 xDrive20d and X6 xDrive40i M Sport, and over 300,000 Baht for the X5 xDrive50e M Sport model. Elevate ownership experience with additional benefits when financing through BMW Financial Services\*:

* Free BSI Ultimate Upgrade for up to 5 years\* **OR**
* Free BMW Protect (first-class insurance) for up to 1 year\*

*\*For more information, terms and conditions, please visit* ￼

*\*Terms and conditions apply*

For customers who purchasing MINI vehicles from today with the vehicle handover until September 30, 2025, enjoy special offers with Guaranteed Future Value up to 60% and choose additional special offers:

* Easy monthly installments starting from just 9,999 Baht per month **OR**
* All-inclusive fixed monthly cost starting from 24,999 Baht per month (including MSI Standard and first-class insurance up to 3 years)

For customers who purchasing BMW Motorrad R 1250 RT from today with the motorcycle handover until August 31, 2025, enjoy special offers:

* Special interest rate at 1.25% for 36 months
* Free first-class insurance for 1 year
* 5-year warranty

For customers who choose to own the following BMW models by September 30, 2025, and choose to finance with BMW Financial Services Thailand, the following special offers apply\*\*:

| **Models** | **ข้อเสนอ** |
| --- | --- |
| BMW 220 Gran Coupe M Sport Pro | * BSI Ultimate Upgrade up to 5 Years |
| BMW 320d M Sport | * BSI Ultimate Upgrade up to 5 Years and BMW Protect (first-class insurance) for up to 2 years **OR** * 1.99% interest rate\* and BMW Protect (first-class insurance) for up to 2 years |
| BMW 520d M Sport Pro | * BSI Ultimate Upgrade for up to 5 years and BMW Protect (first-class insurance) for up to 2 years **OR** * 1.99% monthly installment interest rate\* |
| BMW 530e Inspiring  BMW 530e M Sport | * BSI Ultimate Upgrade for up to 5 years and BMW Protect (first-class insurance) for up to 2 years **OR** * BMW Protect (first-class insurance) for 1 year and 1.99% monthly installment interest rate\* |
| BMW X1 sDrive20i M Sport | * BSI Ultimate Upgrade for up to 5 years and monthly installments starting from just 17,500 Baht/month **OR** * BMW Protect (first-class insurance) for 1 year and 1.99% interest rate\* |
| BMW X3 xDrive20d  BMW X3 M50 | * BSI Ultimate Upgrade for up to 5 years and BMW Protect (first-class insurance) for 1 year **OR** * BMW Protect (first-class insurance) for 1 year |
| BMW iX3 M Sport (Inspiring) | * BMW Protect (first-class insurance) for up to 3 years **OR** * BMW Protect (first-class insurance) for 1 year and 1.99% monthly installment interest rate |
| BMW X4 xDrive20d | * Original BMW Accessory package worth over 250,000 Baht and BSI Ultimate Upgrade for up to 5 years **OR** * Original BMW Accessory package worth over 250,000 Baht and BMW Protect (first-class insurance) for 1 year |
| BMW X5 xDrive50e | * Original BMW Accessory package worth over 300,000 Baht and BSI Ultimate Upgrade for up to 5 years **OR** * Original BMW Accessory package worth over 300,000 Baht and BMW Protect (first-class insurance) for 1 year |
| BMW X6 xDrive40i M Sport | * Original BMW Accessory package worth over 250,000 Baht and BSI Ultimate Upgrade for up to 5 years **OR** * Original BMW Accessory package worth over 250,000 Baht and BMW Protect (first-class insurance) for 1 year |

For more information about the BMW GROUP Expo 2025, detailed offers, and how to book a test drive, please visit [BMW website](https://www.bmw.co.th/th/topics/offers-and-services/promotional-offers/bmw-groupexpo-2025.html)

*\*\*Terms and conditions apply*

**Highlights at BMW GROUP Expo 2025**

A blue car parked in front of a building

AI-generated content may be incorrect.**The new BMW 220 Gran Coupé M Sport Pro   
Price: 2,199,000 THB (BSI Standard and VAT incl.)**

A blue car parked in front of a building

AI-generated content may be incorrect.A blue car parked in front of a building

AI-generated content may be incorrect.The BMW 2 Series Gran Coupé makes a grand return with the new 220 Gran Coupé M Sport Pro, which comes packed with a vast array of performance and technological upgrades to take your urban cruises to the next level.

The 2 Series’ expressive character is present in full force in the new BMW 220 Gran Coupé M Sport Pro. Up front, the iconic BMW grille now takes a wider, low-slung shape that stands out even more with    
the addition of BMW Iconic Glow contour lighting – a first for the 2 Series. New adaptive LED headlights stretch around the front corners of the vehicle, naturally drawing the eye to the sporty silhouette that combines a coupe-style roofline with the practicality of a 4-door sedan. The M Sport Pro package accentuates the 220 Gran Coupé M Sport Pro’s dynamic appearance further with touches of contrast in the headlights through M Lights Shadowline and on the sides with M high-gloss Shadowline with extended contents. Also new to the model is a set of 19-inch M light alloy wheels in a Y-spoke Bicolour design – complete with red high-gloss, 4-piston M Sport brake callipers.

Still equipped with a panoramic glass roof, the interior of the BMW 220 Gran Coupé M Sport Pro has received a major facelift, with new sport seats wrapped in Veganza upholstery, a backlit Illuminated aluminium graphite trim, and dashboard stitching in the trademark red-blue-white M colours. BMW Live Cockpit Professional offers a full suite of digital instruments – complete with BMW Head-Up Display – for an optimised and focused driving experience. The 220 Gran Coupé M Sport Pro arrives with BMW Operating System 9 installed to facilitate intuitive control of various systems – including the advanced capabilities of Driving Assistant Plus and Parking Assistant Plus. Furthermore, BMW Digital Key Plus is fully supported for fuss-free keyless vehicle access using only your smartphone – with support for both iOS and Samsung Android devices. Customers can purchase additional features and upgrades through BMW ConnectedDrive – including Remote Engine Start through your smartphone and extra features available in the BMW Digital Premium package.

The new BMW 220 Gran Coupé M Sport Pro packs a greater punch than its 2 Series predecessor with    
a 2.0-litre, 4-cylinder petrol engine with BMW TwinPower Turbo technology. The plant produces up to    
150 kW / 204 hp at 5,000-6,500 rpm with 300 Nm max torque at 1,450-4,500 rpm, while power delivery is accomplished through a 7-speed, double-clutch Steptronic transmission. This dynamic powertrain powers the new Gran Coupé from 0 to 100 km/h in 7.3 seconds – and drivers looking for an extra burst of speed can produce additional torque via the M Sport Boost functionality, which is accessed through the gearshift paddles on the steering wheel. Adaptive M suspension comes equipped as standard to deliver frequency-selective shock absorption, enabling the 220 Gran Coupé M Sport Pro to adjust its ride on the fly for both dynamism and comfort.

The new BMW 220 Gran Coupé M Sport Pro can be styled in 4 exterior colours – Black Sapphire Metallic, Alpine White Solid, Brooklyn Grey Metallic (all with Coral Red/Black perforated Veganza upholstery), and Portimao Blue Metallic (with Black perforated Veganza upholstery).

A car parked in a parking lot

AI-generated content may be incorrect.**The new BMW iX1 eDrive20L M Sport**   
**Price: 2,499,000 THB (BSI Standard and VAT incl.)**

With its distinctive design and increased interior space, this long-wheelbase and all-electric take on the popular BMW X1 features extended dimensions with a total length of 4,616 mm and an elongated 2,802 mm wheelbase – 116 mm longer than the standard X1 and with a 110 mm extended wheelbase. Combined with the typically bold stance of an SAV, the new BMW iX1 eDrive20L M Sport cuts an even more impressive figure on the road compared to its predecessor, with the updated three-dimensional closed kidney grille up front flanked by adaptive LED headlights that extend well into the vehicle’s sides. Crisply sculpted surfaces add a muscular and sporty feel that is further elevated with the M Sport exterior trim, which includes the elegant gleam of high-gloss Shadowline on both sides to go with aluminium satinated roof rails and 19-inch M light alloy wheels in Double-spoke Bicolour design.



As expected, the extended wheelbase means greater comfort on the inside. Rear passengers are sure to appreciate the extra 81 mm of legroom and 107 mm of kneeroom, as well as the seats’ softer foam and a 15 mm extension to the cushion – all of which are complemented by a comfort-focused suspension system that is specifically tuned for the model. The rear seats themselves are arranged in a 3-part, 40:20:40 split with backrests that fold down to increase total storage volume from 490 to 1,600 litres.   
The addition of Comfort Access system 2.0 further elevates convenience with automatic proximity-based locking and unlocking of the vehicle. With BMW Digital Key Plus, convenience goes up another notch with your smartphone able to function as your car key – complete with the ability to automatically unlock the car with proximity to your phone. Up top, the new panorama glass roof is the largest one on offer in this segment and gives the already expansive interior an even greater sense of space.

The long-wheelbase iX1’s interior also caters to the driver with an M leather steering wheel with gearshift paddles, enhanced assistant systems through Driving Assistant Plus and Parking Assistant Plus (including Surround View camera systems), and support for upgrading to Parking Assistant Professional, which adds remote parking controls on your smartphone and support for up to 10 automated parking manoeuvres with a total distance of up to 600 meters. Even more features are accessible through the BMW ConnectedDrive Store, which runs on top of the latest BMW Operating System 9 software. A 10.7-inch Control Display offers roomy and convenient access to all systems and functionalities, working in tandem with a 10.25-inch instrument screen and BMW Head-Up Display. An upgraded audio experience will make every trip a joy with soulful tunes from the included Harman Kardon hi-fi loudspeaker system.

The all-electric, 5th-generation BMW eDrive powertrain that sits at the heart of the new BMW iX1 eDrive20L M Sport delivers a satisfying and responsive dose of power for all your journeys. The electric motor produces up to 150 kW / 204 hp of power and 250 Nm torque – resulting in a breezy 0-100 km/h time of 8.6 seconds and a top speed of 175 km/h. BMW IconicSounds Electric is on board to deliver a satisfying soundscape that reacts to every movement on the road. The 66.5 kWh high-voltage battery provides enough power to achieve a range of 402-433 km under WLTP. DC charging tops out at 130 kW of input for a minimum 10-80% charging time of 32 minutes, while the addition of AC Charging Plus enables support for fast AC chargers with up to 11 kW of power for a 0-100% top-up duration of 6 hours and 45 minutes. Owners of the new iX1 will be able to take advantage of the growing network of BMW Charging Stations – plus 20% discounts when topping up credits for charging at an EVolt station.

The first-ever BMW iX1 eDrive20L M Sport is available now in Carbon Black Metallic, Mineral White Metallic, and Skyscraper Grey Metallic – with all three finishes paired up with perforated Veganza upholstery in Mocha.

**MINI 66 Collection**

**A group of cars in a garage

AI-generated content may be incorrect.[Discover special pricing exclusively at the expo]**

The MINI 66 Collection is an exclusive special edition created to celebrate MINI's 66th anniversary, with just one unit available in Thailand. This model is exclusively developed on the John Cooper Works platform further enhanced by seamlessly integrating its original iconic design with the cutting-edge electric technology characteristic of the All-Electric MINI John Cooper Works.

In terms of power, the MINI 66 Collection, developed from All-Electric MINI John Cooper Works, comes with an electric motor delivering maximum output of 258 horsepower and 350 Nm of torque, plus an Electric Boost function that adds 27 horsepower during launch. This allows acceleration from 0-100 km/h in just 5.9 seconds and a top speed of 200 km/h. With a 54.2 kWh battery, it offers a maximum driving range of 371 kilometers (according to WLTP standards).



The distinctive features of this model include special decorative details such as 18-inch JCW Rallye Spoke wheels with self-leveling hubcaps, Nanuq White body color accented with JCW's Signature RED, "66" patterns and racing-inspired stripes, along with the "Est. 1959 MINI 66 Years" logo and a panoramic glass roof that enhances the spaciousness of the cabin.

The interior is decorated in JCW Black Vescin/Cord Combination style with red stitching, John Cooper Works seats with electric adjustment and memory function, and a premium Harman Kardon sound system that delivers studio-quality sound.

For safety systems, it comes fully equipped with advanced technologies including Active Cruise Control Stop & GO, Lane Change Warning, Rear Cross Traffic Warning, 360-degree cameras and Parking Assistant Professional.

The MINI 66 Collection is not just a vehicle that reflects the brand's long history but also perfectly combines the past with the future, designed for those who wish to own an exclusive vehicle that is one of a kind in Thailand.

**MINI Countryman S ALL4 - Hightrim**

**Price: 2,499,000 Baht (VAT included with MSI Standard package)**

**A blue car driving on a road

Description automatically generated**

The MINI Countryman S ALL4 - Hightrim comes with advanced features and high specifications that cater to the needs of modern drivers. From its powerful engine to its state-of-the-art infotainment system, every aspect of the MINI Countryman has been designed to provide an unparalleled driving experience with the ALL-4 (all-time four-wheel drive). Moreover, the clean and clear-cut look has won the hearts of Thai MINI fans since its unveiling at the end of 2024. With fresh takes on the MINI design hallmarks, such as the short overhang and bonnet on top of a contrasting long wheelbase and octagonal front grille, the upgraded Hightrim edition is decked out in 19-inch Kaleido Spoke 2-tone wheels.

The Countryman S ALL4 - Hightrim is powered by the proven 2.0-litre, 4-cylinder petrol engine with TwinPower Turbo technology, delivering 150 kW / 204 hp of power and 300 Nm max torque to all four wheels via the ALL4 all-wheel-drive system. The Hightrim variant achieves 0-100 km/h time of 7.4 seconds and 228 km/h top speed.

On the outside, both trims share the same LED headlight system with high-beam assistant, roof and mirror caps finished in black, and roof rails for all your outdoor exploits. The Hightrim version adds   
a scenic touch for drivers and passengers alike with a panorama glass roof. Owners of the Hightrim variant will enjoy the upgraded John Cooper Works sport seats with matching Anthracite headliner for   
a sportier look, plus more immersive entertainment on the road via the Harman Kardon surround sound system. Upholstery options include Vintage Brown or Dark Petrol for Hightrim.

The MINI Countryman S ALL4 - Hightrim offers complete control and confidence with driving and parking assistants – including Dynamic Stability Control (DSC), Dynamic Brake Control (DBC), Park Distance Control (PDC), post-crash collision warning and more.

The MINI Countryman S ALL4 - Hightrim is available in 6 paintworks including Slate Blue, Smokey Green, Blazing Blue, Nanuq White, Melting Silver, and Chili Red II.

**The BMW R 1250 RT**

**Price: THB 1,390,000 (VAT incl.) for Triple Black and Racing Blue Metallic inclusive of 5 years warranty with unlimited mileage**

**THB 1,490,000 (VAT incl.) for Option 719 Mineral white metallic inclusive of 5 years warranty with unlimited mileage**

A black motorcycle with a white background

Description automatically generated with medium confidenceA blue and black motorcycle

Description automatically generated with medium confidence  
*BMW R 1250 RT in Triple Black BMW R 1250 RT in Racing Blue Metallic*

The BMW R 1250 RT is a touring bike that combines a new level of power with the essence of touring comfort on any short- or long-distance journeys. This new BMW Motorrad’s legendary boxer engine is equipped with electronic fuel injection, closed-loop three-way catalytic converter, and BMW ShiftCam technology in order to achieve better power and torque delivery, efficiency and environmental footprint.

The BMW R 1250 RT is powered by an advanced 1,254 cc two-cylinder, air-/fluid-cooled boxer engine that can achieve a whole new level of power and torque, allowing smoother operation especially within the lower engine speed range. Delivering a power output of 100 kW (136 hp) at 7,750 rpm and up to 143 Nm torque at 6,250 rpm, the new engine offers improved emission and fuel consumption levels. Furthermore, BMW ShiftCam technology equipped in the engine enables asynchronous opening of the two intake valves, resulting in enhanced swirl of the fresh, incoming mixture and more effective combustion. The camshaft drive is handled by a toothed chain instead of a roller chain and is engineered to meet the requirements of the EU5 pollutant class with improved emission and fuel consumption levels.

The BMW R 1250 RT sports features various riding modes to fit with different riding styles, including the new “Eco” mode that is more fuel efficient than before. While the ‘Rain’, ‘Road’ and ‘Riding Modes Pro’ functions come with additional Riding Modes Pro – ‘Dynamic’, ‘Dynamic Pro’ and Hill Start Control Pro. Safety is further enhanced with Dynamic Traction Control (DTC) and Full Integral ABS Pro which efficiently work with the new Dynamic Brake Control (DBC), engine drag torque control (MSR), and Dynamic ESA. Moreover, the BMW 1250 RT provides a more comfortable riding experience with Dynamic Cruise Control (DCC) and Active Cruise Control (ACC) which help keep a constant speed while also automatically maintaining a distance from vehicle in front.

A black and white photo of a motorcycle

Description automatically generated with medium confidence  
*BMW R 1250 RT in Option 719 Mineral White Metallic*

The design of the BMW R 1250 RT retains iconic elements of Touring bikes with LED headlight, adaptive cornering light, a cutting-edge entertainment system with a 10.25-inch TFT colour screen featuring   
a comprehensive navigation system. Connectivity comes as standard with the new comfort telephony with extended smartphone connection and a storage compartment that is protected smartphone from splash water and ventilated by an electric fan and the USB socket. Riders may also enjoy every journey with the Audio System 2.0 audio system which offers a more comprehensive entertainment experience.

The BMW R 1250 RT comes in three colour variants: Triple Black, Racing Blue Metallic and Option 719 White. The body is finished in a special Mineral white metallic colour that adds a glossy shine with white metallic in contrast with the wheels in White Aluminium metallic matt that blend in very harmoniously with the brake caliper in a gold finish and other black components. Meanwhile, the model includes Option   
719-style equipment including the premium engine cover with high-quality components in a silver-coloured look, the elegant Option 719 saddle-brown seat impresses with its fine feel and elaborate decorative seams reflecting the classic luxury of the Option 719 package.

**The BMW F 900 GS Style Passion**   
**Price: 649,000 THB (VAT incl.) inclusive of 5 years warranty with unlimited mileage**

A person riding a motorcycle on a dirt road

AI-generated content may be incorrect.**The new BMW F 900 GS Style GS Trophy**   
**Price: 665,000 THB (VAT incl.) inclusive of 5 years warranty with unlimited mileage**

The heart of the new BMW F 900 GS is the upgraded 895 cc water-cooled in-line two-cylinder engine, delivering an impressive 77 kW / 105 hp at 8,500 rpm and 93 Nm of torque at 6,750 rpm. This engine ensures quick acceleration and optimal power delivery across all terrain types. With a significant weight reduction of 14 kilograms compared to its predecessor, the F 900 GS emerges as one of the most agile sport GS motorcycles in its class.

BMW F 900 GS comes with two standard riding modes, ‘Rain’ and ‘Road,’ for optimal control in varied conditions. Dynamic Traction Control (DTC) and ABS Pro enhance stability when cornering and braking. The optional ‘Riding Modes Pro’ adds ‘Dynamic,’ ‘Enduro,’ and ‘Enduro Pro’ modes, adjusting throttle response, traction, and braking for any terrain. In addition, Riding modes Pro also allows the rider to   
pre-select button assignment on the right-hand handlebar controls and engine drag torque control is another new component of riding modes Pro. Dynamic Traction Control (DTC) is already fitted as standard.

BMW F 900 GS boasts a redesigned chassis, optimizing both touring and off-road performance. A newly designed 14.5-liter fuel tank, coupled with a revised rear section and Akrapovič exhaust system, significantly reduces weight and enhances agility. The motorcycle features lowered footpegs and raised handlebars for improved off-road control, complemented by a lighter swingarm. Additional enhancements include a sporty Akrapovič rear silencer, enduro footpegs, heated grips, an aluminum side stand, and a new LED headlight offering wider illumination in low-beam mode.

BMW F 900 GS is packed with the latest technology, starting with the large 6.5-inch TFT display that provides comprehensive control over the bike’s functions. Whether navigating, controlling music, or answering calls, riders can do it all seamlessly via the BMW Motorrad Connected app. Two USB charging ports ensure that devices remain powered up during long rides. Additionally, the BMW F 900 GS is equipped with a multifunction holder, allowing riders to mount navigation devices, action cameras, and more. For added convenience and security, Keyless Ride is available, allowing riders to start the bike and unlock features without taking the key out of their pocket.

More importantly, the model is equipped with a host of safety features, including Hill Start Control, which makes starting on inclines easier, and Dynamic Brake Control (DBC), which prevents unintentional throttle activation during emergency braking situations. The Dynamic Traction Control (DTC) and BMW Motorrad ABS Pro provide additional safety, especially during cornering and under extreme braking, ensuring a maximum safe riding experience for its rider and passenger.

The F 900 GS is available in two striking colors that underscore its sportiness and off-road riding capabilities – São Paulo Yellow solid paint for a Passion model, and Lightwhite/Racing Blue metallic for a GS Trophy version.

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**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 services. The BMW Group   
production network comprises over 30 production sites worldwide; the company has a global sales network in   
more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of  
31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, and BMW R18 Bagger. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**     **1397**

[www.mini.co.th](http://www.mini.co.th)

[www.bmw.co.th](http://www.bmw.co.th/)

[www.bmw-motorrad.co.th](http://www.bmw-motorrad.co.th)

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