**Press Release**   
**22 September 2025**

**BMW Thailand Presents "Innovation of Joy" at BMW Xpo 2025: Showcasing Advanced Technology, Design, Sustainability, and   
the Highly Anticipated BMW M2 CS and M3 CS Touring**

**Bangkok.**  BMW Thailand is set to inspire and excite at **BMW Xpo 2025**, an exclusive event dedicated to **the "Innovation of Joy."** This Xpo will highlight BMW's latest advancements in technology, design, and sustainability, capturing the true spirit of BMW driving pleasure and offering a glimpse into the future of premium mobility. **Taking place at Mega Bangna from September 25 - 28, 2025,** visitors will have the opportunity to experience a variety of BMW models through engaging test drives and explore the brand's commitment to innovation.

**Mr. Rene Gerhard, President and CEO of BMW Group Thailand, stated**, "BMW Xpo 2025 is a testament to our relentless pursuit of innovation and our dedication to delivering 'Sheer Driving Pleasure.' Under the theme 'Innovation of Joy,' we are excited to showcase how our latest technologies, sophisticated designs, and sustainable practices come together to create an unparalleled driving experience. We invite everyone to Mega Bangna to discover the future of mobility and experience the joy that only BMW can offer. We are particularly thrilled to announce the official launch of the all-new BMW M2 CS and the historic BMW M3 CS Touring at the Xpo, offering Thai enthusiasts an exclusive first look and opportunity to experience these exceptional high-performance models.”

**Highlights of BMW Xpo 2025: Advanced Technology, Design, and Sustainability**

BMW Xpo 2025 will feature a curated selection of vehicles that embody the brand's forward-thinking approach:

* **Cutting-Edge Technology**: Explore the latest in BMW's digital and driver assistance systems, designed to enhance convenience, safety, and connectivity.
* **Progressive Design**: Witness the evolution of BMW's iconic design language, where aesthetics meet aerodynamics and functionality.
* **Commitment to Sustainability**: Discover BMW's advancements in electric and hybrid powertrains, showcasing a responsible approach to premium mobility.

Also, offering an unparalleled opportunity to explore the brand's diverse portfolio, with a total of 21 cars proudly displayed across 4 distinct zones. Visitors eager to experience BMW's "Innovation of Joy" firsthand can also participate in dynamic test drives, featuring a selection of popular models including the BMW iX1 eDrive20L M Sport, BMW X1 sDrive20i M Sport, BMW 220 M S port Pro, BMW 330e   
M Sport, BMW X3 20d xDrive M Sport, and BMW i5 eDrive40 M Sport.

**Exclusive Offers and Campaigns at BMW Xpo 2025**

BMW Xpo 2025 presents a wide array of special campaigns and exclusive offers, providing maximum value in conjunction with financial agreements through BMW Financial Services. These offers include comprehensive vehicle maintenance and care services for an extended period. Customers are also invited to explore tailored special offers for specific vehicle models, enhancing their ownership experience with additional privileges, available on the [BMW website](https://www.bmw.co.th/th/topics/offers-and-services/promotional-offers/bmw-xpo-2025.html).

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** | **Offers** |
| --- | --- |
| BMW 220 Gran Coupé 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 |

*\*\*Terms and conditions apply*

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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.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

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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, BMW R18 Bagger and BMW R 12 S. 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**

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

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

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

**Media Contacts:**

Hill & Knowlton Thailand

Suthatip Boonsaeng (08-7685-1695)         
[sboonsaeng@hillandknowlton.com](mailto:sboonsaeng@hillandknowlton.com)