

AUTOMOTIVE

BMW extends on-demand mobility presence to India

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Image courtesy of Ola

By STAFF REPORTS

German automaker BMW's Indian subsidiary is partnering with the nation's popular transportation application Ola on a luxury service, part of its plan to capture a share of the on-demand mobility trend.

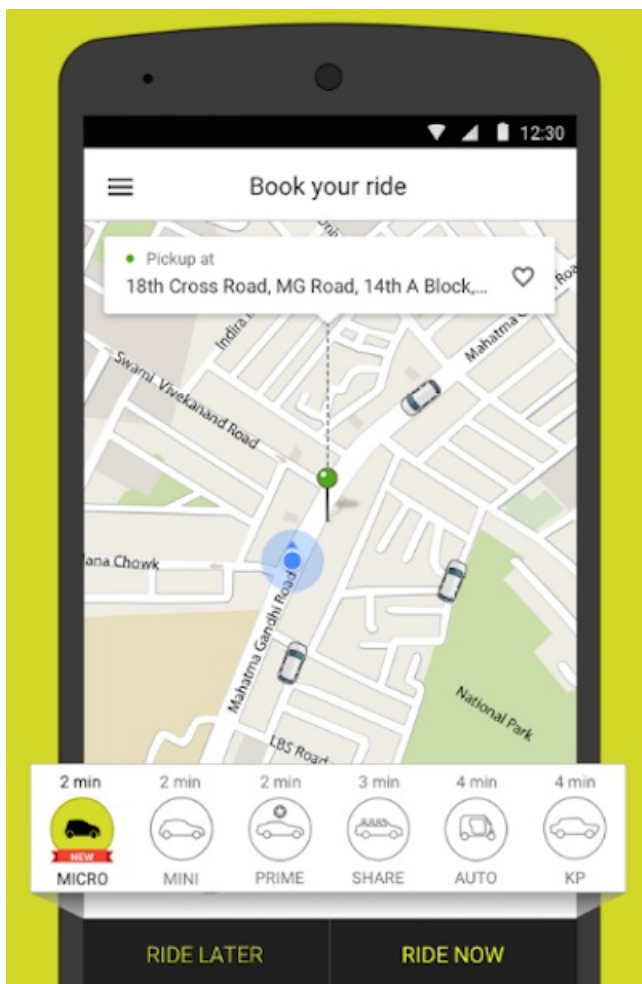
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As Ola's luxury category partner, BMW India will help launch Ola Lux, a premium passenger experience that will operate a fleet of the brand's cars. Combining BMW's aspirational positioning and its desire to be part of the future of mobility, this collaboration will allow BMW to introduce riders to its vehicles in an accessible way.

Driving ahead

Ola is India's most popular transportation app, allowing users to book cabs, auto-rickshaws and taxis in 102 cities. Through Ola Lux, the app's users will now be able to book a trip in a BMW in Delhi, Mumbai and Bengaluru, with more locations to come.

Trips will start at a minimum fare of \$3.74, with about 50 cents added for each mile. These cabs can also be booked by the hour.



Ola app

BMW Financial Services India is giving Ola operators the ability to purchase a vehicle with 100 percent financing for four years with low interest rates.

The automaker will provide after sales support in the form of service and repair packages good for three years or 62,000 miles. Through the service package and extended warranty, the cost of inspections, maintenance and general wear and tear are covered.

BMW India will also host driver training programs, going over technical details of the vehicles as well as safe driving tips.

When the contract ends, the BMW owners are guaranteed a buy back from BMW.

"At BMW, we always look to the future," said Frank Schloeder, acting president, BMW Group India, in a statement. "Our vision enables us to identify the trends in our business early on.

"The way people move is changing and this is also true for the premium clientele," he said. "Individuals want quick access to mobility without compromising on quality and comfort.

"We are confident that this association will be a game changer in the premium on-demand mobility segment in India. BMW is the most aspirational luxury car brand and through this association, an increasing number of customers will be able to relish the immersive BMW experience."

Ola Lux also includes vehicles from Jaguar, Audi and Mercedes, among others.

Earlier this year, BMW extended its commitment to mobility with the new ReachNow brand.

ReachNow, launched in Seattle on April 12, is the American counterpart to the growing European "DriveNow" brand, offering on-demand mobility to metropolitan dwellers. Supplementing its traditional model with a move into the mobility sector will help BMW remain a major player in the automotive industry among a larger group of consumers ([see story](#)).

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