

news release

Mandarin Oriental Hotel Group Limited
281 Gloucester Road, Causeway Bay, Hong Kong
Telephone +852 2895 9288 Facsimile +852 2837 3500
www.mandarinoriental.com



MANDARIN ORIENTAL, JAKARTA SELECTS BMW AS ITS OFFICIAL PREMIUM LIMOUSINE

Hong Kong, 21 February 2014 – Known for its luxurious accommodation and award-winning service, [Mandarin Oriental, Jakarta](#) is pleased to announce a strategic collaboration with [BMW Indonesia](#) to provide a seamless guest experience from arrival to departure.

Mandarin Oriental, Jakarta's limousine fleet will include both the BMW 528i and BMW 730Li models, offering guests the latest technology and world-class comfort. The BMW 528i is equipped with a new rear-seat entertainment system with two tablet-style 9.2-inch displays, a TV function, a DVD drive and USB interface, and a Harman Kardon Surround Sound system with 16 loudspeakers and 600W output. The new version of the ambient light boasts a facility which allows the interior lighting to alternate in tone between orange and white.

The BMW 730 Li is set to reinforce its position as the most innovative limousine in the luxury segment. This flagship model embodies sporty elegance, innovative technology and luxurious comfort in equal measure. Guests at Mandarin Oriental will enjoy extended five-star service on the road as they are pampered in a comfortable and spacious cabin equipped with a state-of-the-art rear entertainment system with an individual high-resolution screen.

“Travelling in Jakarta can be a challenging experience because of the traffic,” said Christian Dolenc, Director of Rooms at Mandarin Oriental, Jakarta. “With BMW as our official car, guests will be able to enjoy a luxurious limousine with complimentary Wi-Fi service and an iPad to stay connected whilst on the move.”

“We are very pleased to partner with BMW Indonesia,” said Mark Bradford, General Manager of Mandarin Oriental, Jakarta. “BMW's global reputation for absolute attention to detail, its legendary seat comfort for passengers, its safety track record in a high performance environment are essential components for us to provide our discerning global travellers with an outstanding guest experience from the moment they arrive in Indonesia.”

“We are delighted that the Mandarin Oriental Jakarta has selected BMW as its official premium limousine.

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As the world's leading premium automotive brand, we constantly strive to maintain our focus on excellence, innovation and design. This focus is clearly evident in every BMW limousine. The hotel's decision to choose its fleet from the BMW 7 Series and the new BMW 5 Series range is recognition of BMW's leadership in providing a high-class luxury experience to Indonesia's hotel industry. This cooperation has been made possible with the support of the Blue Bird Group as the biggest limousine operator in Indonesia," said Ramesh.

To book a luxurious stay, visit www.mandarinoriental.com. For further information or to book the hotel's new car service, call +62 (21) 2993 8888 or email mojkt-reservation@mohg.com.

About Mandarin Oriental, Jakarta

With the warmth of Indonesian hospitality and the levels of service for which Mandarin Oriental is renowned, Mandarin Oriental, Jakarta offers exemplary personalised service in luxurious surroundings. Located in the heart of the city, the hotel is an oasis of 21st-century luxury with 272 spacious guest rooms, including 24 suites and a variety of award-winning restaurants and bar concepts, which become the meeting place of choice for hotel guests and the local community. The state-of-the-art meeting and banqueting facilities also provide the best venues for both business and social events. For more information and reservations visit www.mandarinoriental.com/jakarta.

About BMW Group Indonesia

BMW Group Indonesia is a wholly-owned subsidiary of Munich-based Bayerische Motoren Werke (BMW) AG in Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia. BMW Indonesia Group activities cover the wholesale of BMW and MINI vehicles, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 18 new-car dealers and 5 BMW Premium Selection facilities spread out in various cities in Indonesia. Selected models of the BMW 3 Series, BMW 5 Series, BMW X1 and BMW X3 are assembled in Indonesia by a local partner.

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About Blue Bird Group

Initially operating with only 25 units of taxi, Blue Bird Group has developed significant growth despite the challenges encountered. Now, it is a leading transportation business with more than 34,000 units of various fleets and 39,000 employees. Throughout 41 years, Blue Bird Group has served more than 8.5 million customers per month across Indonesia. Blue Bird Group has also been accolade more than 60 awards from several institutions for the company's performance, leadership, drivers and staffs.

Maintaining sustainable high-quality standard is the key of Blue Bird Group's acclaimed reputation and success. Delivering a principle called ANDAL: Aman (Safe), Nyaman (Comfortable), Mudah (User friendly) and Personalized, Blue Bird Group has been acknowledged as a trustworthy partner in the transportation industry.

Blue Bird Group's services are available in a number of big cities such as Banten, JABODETABEK, Bandung, Semarang, Yogyakarta, Surabaya, Bali, Lombok, Manado, Medan, Palembang, Pekanbaru, Batam and Padang.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. The Group has grown from a well-respected Asian hotel company into a global brand and now operates, or has under development, 45 hotels representing over 11,000 rooms in 26 countries, with 20 hotels in Asia, 11 in The Americas and 14 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 13 Residences at Mandarin Oriental connected to its properties.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at www.mandarinoriental.com.

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For further information, please contact:

Corporate Office

Sally de Souza (sallydes@mohg.com)
Group Communications – Corporate/Asia
Tel: +852 2895 9160

Mandarin Oriental, Jakarta

Malinda Yasmin (malinda@mohg.com)
Communications Manager
Tel. +62 (21) 2993 8888

www.mandarinoriental.com

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