

Media Information

September 4th, 2020

Grand Prize Winner of “BMW e-Direct Debit Sign-Up & Win Campaign” Takes Home RM50,000 Cash Prize.

The campaign nearly doubled the registrations for the BMW e-Direct Debit payment solution launched a year ago by BMW Group Financial Services Malaysia, underlining consumer confidence and a strong preference for this payment method amongst customers.

Kuala Lumpur, 4th September 2020 – BMW Group Financial Services Malaysia today awarded Bob Wang ZhongFeng the Grand Prize of RM50,000 for its BMW e-Direct Debit Sign-Up and Win campaign, which ran from 15th October 2019 to 31st March 2020. The campaign was organised in collaboration with its Direct Debit partners – Citibank Malaysia Berhad (Citi Malaysia) and Payments Network Malaysia Sdn Bhd (PayNet).

“As the first captive financial services provider in Malaysia to offer this payment solution, we are happy to see such a welcoming uptake of the service amongst our customers nationwide. BMW Group Financial Services Malaysia is committed to continue innovating our payment solutions to ensure more flexibility and accessibility in the years to come. The loyal support of our customers – even throughout the Movement Control Order (MCO) period has been our greatest source of motivation; and we would like to offer our gratitude to all who have participated in this campaign,” said Tobias Eismann, Managing Director of BMW Group Financial Services Malaysia.

Tobias Eismann awarded the cash prize of RM50,000 to the winner alongside Lee Lung Nien, Chief Executive Officer (CEO) of Citi Malaysia, and Peter Schiesser, Group CEO of PayNet.

Bob Wang ZhongFeng, the Grand Prize winner said, “Signing-up for BMW e-Direct Debit online was an extremely easy and seamless process. The service took so much hassle out of my monthly loan repayments; now, I can just relax and wait to be notified of a successful fund transfer every month. I would like to commend BMW Group Financial Services Malaysia for their professionalism and care for their customers.”

Since the introduction of the BMW e-Direct Debit registration service in April 2019, BMW Group Financial Services Malaysia has collected more than RM6.4 million through this channel. This payment solution – offered in collaboration with Citi Malaysia and PayNet, provides payment convenience and efficiency to BMW customers nationwide.

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Direct Debit is a payment solution that allows customers of businesses or billers to make automated recurring payments from their bank account. In line with the BMW premium ownership experience, BMW customers can register for e-Direct Debit service easily via the BMW Group Loyalty+ mobile application.

“The partnership between Citi Malaysia and BMW is one that continues to drive innovation and usage of e-payment solutions which are simple, convenient and more secure. We recognise that digital is the way forward, even more so during the COVID-19 pandemic. The partnership enables Citi to boost the adoption of e-payment solutions among consumers, as part of our commitment in making Malaysia a cashless society,” said Lee Lung Nien, CEO of Citi Malaysia.

“PayNet is pleased that our collaboration with BMW and Citi Malaysia with our Direct Debit service has given their customers the convenience of a secure and hassle-free payment option. Direct Debit provides consumers with piece of mind as they no longer need to worry about missed payments. The provision of cashless channels that complement and add value to customers’ financial lifestyle is important in accelerating the shift to a cashless society,” said Peter Schiesser, Group CEO of PayNet.

To learn more about BMW e-Direct Debit and the extensive range of payment solutions offered by BMW Group Financial Services Malaysia , click [HERE](#).

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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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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
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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
Facebook: <http://www.facebook.com/BMW.Malaysia>
Instagram: <http://www.instagram.com/bmwmalaysia>
YouTube: <http://www.youtube.com/bmwMYS>

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