



PRESS RELEASE:

Force Motors along with BMW Group India Celebrates the Roll-Out of its 100,000th engine from the Chennai Plant

Milestone marks a decade of Indo-German collaboration and shared commitment to ‘Make in India’

India, June 10, 2025 — Setting a new milestone & fostering its strong partnership with BMW Group India, Force Motors today announced the roll-out of the 100,000th engine from its state-of-the-art engine assembly facility in Chennai. A BMW X5 has received this special 100,000th engine.

This landmark not only reiterates a significant achievement in volume but also emphasizes on the success of a decade-long partnership built on engineering excellence, shared values, and a firm commitment to the ‘Make in India’ initiative.

The commemorative roll-out was carried out in the presence of dignitaries from both Force Motors Ltd. as well as the BMW Group, namely Mr. Marcus Wollens, Vice President, BMW-Production Network 2, BMW AG & Mr. Thomas Dose, Managing Director, BMW Group Plant Chennai, along with Mr. Prasan Firodia, Managing Director, Force Motors Ltd.

Established in 2015, the Chennai facility was set up exclusively to manufacture engines for the full range of BMW cars produced in India. With advanced automated lines, stringent quality controls, digitally integrated operations & highly skilled employees, the Chennai facility meets BMW Group’s global manufacturing standards while contributing significantly to its India operations. Over the years, it has become a vital part of BMW Group’s localization strategy, ensuring seamless integration of global excellence with local capabilities.

Mr. Marcus Wollens, Vice President, BMW Production Network 2, BMW AG said, "We are thrilled to celebrate roll-out of the 100,000th BMW engine at Force Motors Chennai Plant which is result of a decade of outstanding partnership and dedication. Our engines stand for excellent engineering, innovative technology and high performance. This partnership reinforces BMW Group’s commitment to deliver world-class products in India. The 100,000th engine milestone stands as a testament to our shared vision and exemplifies the robust Indo-German synergy that continues to thrive."

Mr. Thomas Dose, Managing Director, BMW Group Plant Chennai said, "BMW Group Plant Chennai takes pride in producing cars that have the same international quality standards as any of the BMW Group production and assembly facilities worldwide. Our valuable partnership with Force Motors sets higher benchmarks not only in quality standards but also in our steadfast commitment to ‘Make in India’ and localisation. The roll-out of 100,000th engine is a proud moment that reflects the strength of our robust cooperation with Force Motors."

Also sharing his views on the occasion, Mr. Prasan Firodia, Managing Director of Force Motors Ltd. added, "This year marks a decade that the Force Motors’ state-of-the-art engine assembly plant in Chennai has been in operation and it gives us immense pleasure to be able to celebrate this significant roll-out of the 100,000th engine. We are honoured to be a trusted and strategic partner to BMW Group in India, and this milestone stands testimony to the commitment, precision, and quality that this collaboration resonates.

"As BMW Group India continues to expand its presence, Force Motors remains committed to supporting its growth through best-in-class manufacturing, operational excellence and in playing a role in making world-class automotive components in India," he concluded.



The collaboration between BMW Group India and Force Motors is an outstanding example of what Indo-German industrial cooperation can achieve. Both companies have worked closely to deliver high-performance powertrains that go into some of BMW's most popular models in India, supporting the broader goal of building world-class products within the country. The successful roll-out of 100,000 engines is not just a manufacturing accomplishment—it is a testament to vision, collaboration, and execution at scale.

FORCE MOTORS LIMITED: INDIA'S LARGEST VAN MAKER

Founded in 1958 by Shri Navalmal Kundanmal Firodia, Force Motors Limited was established with a vision to provide affordable, reliable, and efficient transportation for the masses. Today, it stands as a fully integrated automobile company specializing in the engineering, development, and manufacture of vehicles, aggregates, and components.

The company operates five state-of-the-art manufacturing units across India, employs over 10,000 people, and is led by Dr. Abhay Firodia. Its advanced R&D center in Pune, supported by a design team of over 1,000 experts, is regarded as one of the finest in the country.

Force Motors is a versatile automotive company with the capability to cater to diverse international markets by offering customized, country-specific solutions. Its formidable product range spans light commercial vehicles and multi-utility vehicles, and its export presence extends to the Middle East and Gulf region, Asia, Latin America, and Africa.

Force Motors has built strong relationships with global automotive leaders by consistently delivering high-quality engines and components.

BMW and Mercedes-Benz assigned Force Motors the responsibility of producing and testing engines for all cars and SUVs manufactured in India. Every Mercedes-Benz vehicle made in India is powered by an engine produced at Force Motors in Chakan Pune.

Similarly, Force Motors' world-class factory in Chennai, built to BMW's exacting standards, powers every BMW car made in the country.

Force MTU Power Systems Pvt. Ltd. is a joint venture between Force Motors and Rolls-Royce Power Systems AG. The venture specializes in producing 10 and 12-cylinder Series 1600 engines, ranging from 545 hp to 1050 hp, at its manufacturing facility in Chakan, Pune. These engines are supplied globally for power generation and underfloor rail applications

PRODUCTS AND INNOVATION

Force Motors offers solutions for both passenger and goods transport, with its **Traveller and Trax** ranges leading their respective segments. The Traveller stands out as a benchmark in efficiency and reliability, while the rugged Trax caters to challenging terrains.

Force Motors has introduced **Urbania**, a new ground-up modular monocoque passenger van platform, marking the beginning of a **Premium Shared Mobility** segment for domestic and export markets. After establishing a strong foothold in India, Urbania is now expanding into key markets across the globe.

The **Force Traveller Monobus** is an efficient mid-size bus designed for safe and reliable passenger travel. Its monocoque body enhances stability, comfort and fuel efficiency, making it a preferred choice for transportation.

The **Force Gurkha** in 3-door and 5-door variants is known for its rugged build and off-road capabilities. It is built to conquer the toughest terrains with ease. Designed for adventure, it delivers durability, power, and unmatched all-terrain performance.



BMW Group India

With BMW, MINI and Motorrad, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with cars and motorcycles, BMW Group's activities in India comprise of financial services for its premium clientele. BMW India and BMW India Financial Services are 100% subsidiaries of the BMW Group and are headquartered in Gurgaon (National Capital Region).

BMW India started operations in 2007. The wide range of its activities include a manufacturing plant in Chennai, a parts warehouse in Pune, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country. BMW Group Plant Chennai locally produces 10 car models.

MINI has successfully established itself as a premium small car brand in India since its launch in January 2012.

BMW Motorrad officially started its operations as a part of the Indian subsidiary of BMW Group in April 2017.

With BMW, MINI and BMW Motorrad, BMW Group India currently has over 80 touchpoints across the country.

BMW India Financial Services, a Non-Banking Finance Company (NBFC), started operations in 2010. It operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as corporate agents). The services offered through BMW India Financial Services are significantly valuable to the premium clientele who require exclusive and flexible financial solutions.

For more inquiries, please contact

Contact Name: Ananya Bhattacharjee

Email Id: abhattacharjee@forcemotors.com

Contact Name: Shaillaja Vishen

Email Id: svishen@forcemotors.com

Website: www.forcemotors.com