



Media Information
23 November 2011

**„Auto Trophy 2011“: triple success for BMW.
Readers of „Auto Zeitung“ vote for the new BMW 1
Series and BMW 5 Series as their favourites in the
compact and upper-range categories – BMW also
receives the „Quality Trophy“.**

Munich. The BMW 5 Series continues its series of victories, while the new BMW 1 Series is just getting started. Both models have now been awarded the "Auto Trophy 2011". Readers of the car magazine "Auto Zeitung" voted the new BMW 1 Series as the clear winner of the compact class and made the BMW 5 Series their clear favourite in the upper-range category. BMW's outstanding results are rounded off not just with numerous other top-3 placements and but in particular the award of the "Quality Trophy". This title is awarded by the editors of "Auto Zeitung" in collaboration with the technical inspection organisation Gesellschaft für Technische Überwachung (GTÜ). The award ceremony for the "Auto Trophy 2011" was held yesterday at the Meilenwerk in Düsseldorf. Representing the Munich-based premium automobile manufacture and there to receive the trophies presented by TV host Barbara Schöneberger and Volker Koerdt, editor-in-chief of "Auto Zeitung", were Board Chairman of BMW AG, Dr. Norbert Reithofer, along with Dr. Klaus Draeger, Head of Development, and Ian Robertson, Head of Sales and Marketing.

Class victory in the "Auto Trophy" is the second renowned award for the new BMW 1 Series, coming just a few weeks after it received the "Golden Steering Wheel" from "Bild am Sonntag" and "Auto Bild". The powerful impression left both on professional testers and the general public by the compact model launched in September is mainly due to its sporty character. Powerful engines with BMW TwinPower Turbo Technology and the car's rear-wheel drive - still unique in the compact class - guarantee unsurpassed driving pleasure. At the same time, the improvement on the predecessor model is characterised by optimised ride comfort, increased interior space and innovative fittings. 28.2% of "Auto Zeitung" readers voted for the BMW 1 Series as the top-ranking car in the compact class.



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The BMW 5 Series achieved an even clearer vote in the upper-range class with a 37% share of the vote cast. The "Auto Trophy" is now added to its already impressive collection of titles. The BMW 5 Series is the world's best-selling automobile in its segment. Both the Sedan and the Touring model embody elegance and sporty flair in unique harmony. The BMW 5 Series also occupies the leading position in its category in terms of its efficiency ranking. A extensively renewed range of engines and new options have added additional appeal since autumn 2011.

The "Auto Trophy" was awarded for the 24th time this year. Over 100,000 "Auto Zeitung" readers took part in the vote, choosing their favourites from almost 400 current models in 29 categories. The most successful models ever in this competition include the BMW 1 Series Convertible, which came top in its class the last three times in succession, finishing second this time around. Other BMW model to finish in the top three were the BMW X3, the BMW X1, the BMW 3 Series, the BMW 6 Series Convertible and the BMW 6 Series Coupé.

The BMW brand also received a special prize awarded by "Auto Zeitung" and the technical inspection organisation Gesellschaft für Technische Überwachung (GTÜ) - the "Quality Trophy 2011". This prize seeks to recognise the quality and reliability of the current automobile range, with the BMW 1 Series, BMW 6 Series and BMW 7 Series receiving especially good ratings. The ratings are based on the results of some eight million automobile inspections carried out over the last two years. Information from the "Auto Zeitung" quality and service report was also used.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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