



Media information
07. February 2014

“Wertmeister 2014”: Three class victories for BMW again. Latest “Auto Bild” ranking list verifies the high value retention of current BMW models - the BMW 325d Touring, the BMW X3 xDrive20d and the BMW 530d Touring clinch the title in their segments – the BMW brand comes out on top in the assessment of the percentage of residual value.

Munich. Three title wins for current BMW models in the vote for “Wertmeister 2014” once again confirm that the decision in favour of driving pleasure, efficiency and premium quality is a decision in favour of lasting excellence. In the ranking list of cars with the highest value stability on the German automotive market published in the current issue of the “Auto Bild” trade magazine, the midrange segment, the “Compact SUV” segment and the luxury segment are each headed by a BMW.

The accolades for the highest value stability were awarded in Berlin on 6 February 2014 and go to the BMW 325d Touring (160 kW/218 hp, fuel consumption combined: 5.1 l/100 km, CO₂ emissions combined: 134 g/km), the BMW X3 xDrive20d (135 kW/184 hp, fuel consumption combined: 5.6 l/100 km, CO₂ emissions combined: 149 g/km) and the BMW 530d Touring (190 kW/258 hp, fuel consumption combined: 5.7 – 5.3 l/100 km, CO₂ emissions combined: 149 – 139 g/km). With these three victories, BMW is the most successful brand in the assessment of the percentage of residual value.

This year, the awarding of the “Wertmeister” title will be taking place for the eleventh time now. Again it shows that BMW offers automobiles in the most diverse vehicle segments, the quality and desirability of which enjoy lasting success over many years. The ranking list established by “Auto Bild” is the result of detailed analyses carried out in cooperation with the well-known market monitoring institute, Schwacke. The assessment is based on the predictions of experienced experts from the automotive market pertaining to the anticipated resale value after a period of four years of a vehicle first registered in 2014. In addition to each model's characteristics, purchase price, running costs and results of comparative tests, the determined value also gives consideration to further influencing factors such as brand image, the competitive situation and segment-specific demand. The results provide potential new-car buyers with

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valuable assistance in making a purchase decision, as the difference between the original price and resale value is one of the most essential cost factors.

Thanks to sporty handling characteristics, exemplary efficiency, impressive design, innovative technology and premium quality, current BMW models offer a multitude of plus factors that are extremely advantageous when reselling.

Specialists from the automotive market rated the Sport Line version of the BMW 325d Touring the best investment in the midrange segment, with a residual value of 55.1 percent after four years. The five-door variant of this elegant car featuring the most powerful four-cylinder engine with BMW TwinPower Turbo Technology now replaces the BMW 320d Touring, last year's title winner.

“Wertmeister 2014” in the “Compact SUV” vehicle category is the BMW X3 xDrive20d. Resale value of the all-rounder, which is equipped with an efficient diesel power unit and intelligent four-wheel drive, is assessed at 64 percent of the original selling price.

The best prerequisites for lasting value retention in the luxury class are offered by the Luxury Line version of the BMW 530d Touring which, with a residual value of 55.1 percent of the original selling price, is clearly in the lead. The car's owes its outstanding value stability partly to the six-cylinder diesel engine, the standard eight-speed automatic transmission and the both luxurious and variable utilizable interior. So, for the fourth time in succession a “Wertmeister” title goes to a model from the BMW 5 Series.

Therefore, like last year, BMW is title-holder in a total of three of the eleven assessed vehicle classes. This outstanding success is completed by top-three positions in the “Compact Class”, “SUV” and “Sports Car” categories, in which the BMW 125d (160 kW/218 hp, fuel consumption combined: 4.9 l/100 km, CO₂ emissions combined: 128 g/km), the BMW X5 xDrive30d (190 kW/258 hp, fuel consumption combined: 6.2 l/100 km, CO₂ emissions combined: 164 – 162 g/km) and the BMW Z4 sDrive35i (225 kW/306 hp, fuel consumption combined: 9.4 l/100 km, CO₂ emissions combined: 219 g/km) also excel with high value stability.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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