



Media Information  
November 19<sup>th</sup> 2014

## **BMW is awarded the "GTÜ Quality Trophy 2014" as the best and most reliable brand. Success based on 5 million general inspections.**

**Munich.** BMW is the automobile brand with the fewest defects and the highest level of reliability. This is the result of an analysis of some 5 million general inspections carried out by the Gesellschaft für Technische Überwachung (GTÜ). In recognition of this achievement, the Stuttgart-based inspection organisation has now awarded BMW the "GTÜ Quality Trophy 2014".

### **Practical data demonstrates a high level of reliability.**

The quality prize is awarded purely on the basis of objective, practical data. GTÜ evaluates the technical condition of automobiles which are one to three years old and four to five years old. The BMW 1 Series and the BMW 5 Series achieved particularly impressive results here. In the Sports Car/Convertible category, the BMW Z4 finished at the top of the ranking with the best rating for the first general inspection. All results appear in the annually published GTÜ used car guide and "Auto Zeitung".

At the award ceremony, GTÜ Managing Director Rainer de Biasi praised the excellent technical quality of the automobiles as well as the good service provided. The award was received on behalf of BMW by Dr. Herbert Diess, Member of the Board of Management of BMW AG, Development.

The "GTÜ Quality Trophy" was established by GTÜ and "Auto Zeitung" to recognise outstanding quality and reliability in automobiles. The award was presented at the 27th Auto Trophy held in the Hamburg Cruise Center in Altona and is one of the most important of its kind.

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### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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.

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