



Media Information  
January 29<sup>th</sup> 2015

## **BMW emerges victorious in the readers' vote held by “auto motor und sport”.**

**BMW 5 Series clinches victory in the “BEST CARS 2015” vote. BMW i8 wins the “International Paul Pietsch Award”.**

**Munich.** The BMW 5 Series clinched victory in the readers' vote “BEST CARS 2015” of the trade magazine “auto motor und sport” in the upper midrange segment and confirmed its achievements of the previous year. Five times in succession since 2011, the 5 Series was voted best business car by the readers. In addition, the “International Paul Pietsch Award” honouring particularly innovative technological developments again went to BMW. This year the prize was bestowed on the BMW i8, following the success of the BMW i3 last year. The award ceremony was held in Stuttgart.

### **The BMW 5 Series has been the most popular car for business purposes for many years.**

Having received 23.9 percent of all votes, the BMW 5 Series achieved first place in the readers' vote for “BEST CARS 2015” in the upper midrange segment held by “auto motor und sport”. The readers of the trade magazine have confirmed the worldwide success of the BMW 5 Series. With 373,053 units sold in 2014, the BMW 5 Series was worldwide the most successful model of its class – following its success as the most popular business car in the world in 2013. A comprehensive portfolio of efficient and dynamic engines, hallmark BMW driving dynamics, xDrive intelligent four-wheel drive, innovative mobility services and exclusive BMW ConnectedDrive applications as well as three different body variants all helped to make the BMW 5 Series a bestseller.

### **The BMW i8 receives the “International Paul Pietsch Award” due to its status as an “all-new sports car”.**

Once again, the “International Paul Pietsch Award” went to BMW. The BMW i8 was honoured for the most innovative technological concept, thereby following in the footsteps of the BMW i3, the winner of the previous year. The jury consisted of 28 chief editors of international trade magazines from 21 nations. With 50 percent of the overall votes, the BMW i8 emerged as the clear winner. The reasons were as follows: “The plug-in hybrid BMW, which was launched in the middle of 2014, embodies the accomplished vision of a modern and sustainable

**Firma**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postanschrift**  
BMW AG  
80788 München

**Telefon**  
+49-89-382-51240

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)



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sports car for decades to come. Moreover, this model with its spectacular scissor doors and bold emotional lines opens up new paths in terms of design and aerodynamics. The BMW i8 is effectively driven by a downsized three-cylinder turbo petrol engine in conjunction with a powerful electric drive featuring a lithium-ion battery pack. Thanks to its carbon-fibre reinforced plastic (CFRP) passenger cell, the architecture provides the best possible basis for lightweight design. As a sports car of a new generation, the BMW i8 brings together in an unusual and impressive way a multitude of state-of-the art technologies and perfectly combines fuel efficiency and dynamics".

The "BEST CARS" readers' vote held annually by the trade magazine "auto motor und sport" is one of the most important automotive awards in Germany and highly coveted amongst manufacturers. It was the 39th time the best cars were picked in 2015. On this occasion, 386 models in eleven categories were nominated. In all, 112,471 readers cast their ballot by mail or online.

For any queries, please contact:

Kai Lichte  
Tel.: +49-89-382-51240  
E-mail: kai.lichte@bmwgroup.com

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

## **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading 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 2014, the BMW Group sold about 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of approximately 110,351 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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