



Media Information

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BMW Group scores double victory in Germany's 'Best Cars 2009' survey.

BMW 7 Series voted first in deluxe class; MINI was voted best premium brand in the small car segment for the ninth consecutive year.

Munich. The BMW Group scored double victory at this year's readers' vote for the "Best Cars 2009" organised by the "auto, motor und sport" car magazine in Germany – one of Europe's leading car magazines. The new BMW 7 Series was voted first place in the deluxe class. MINI came in first for the ninth consecutive year in the small car segment.

The introduction of the fifth generation of the BMW 7 Series Luxury Saloon, the world's most successful manufacturer of premium cars is setting the benchmark once again, proving how sheer driving pleasure and the pleasure of exclusive generosity may be perfectly combined in the ultimate symbiosis. By securing the top spot in this year's "Best Cars 2009" survey, it reinforces the confidence that consumers have in BMW products.

Launched in Singapore in January 2009, the new BMW 7 Series not only started off well on the international and local car markets, but also in the opinion of professional testers and the public. The new BMW luxury saloon accounted for an impressive 26.1% of the votes, proving that the readers were not only fascinated by its luxurious style and exclusive interior, but also because of the unique combination of comfort, dynamic and efficiency typical of BMW.

The series of victories for the MINI in the readers' vote of the "Best Cars 2009" coincides with the growing sales figures of the only premium brand in the small car segment. More than 31% voted for the MINI in this segment.

The "Best Cars 2009" readers' survey is held for the 33rd time. In this year's survey, the readers could vote between a total of 336 cars in 10 categories. More than 100,000 readers took part in the voting.

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Issued by:

BMW Asia Pte Ltd

Ramesh Divyanathan

Tel: +65 6838 9681; Fax: +65 6838 9611

Email: ramesh.divyanathan@bmw.com

Company
BMW Asia Pte Ltd

BMW Group
Company

Head Office
1 HarbourFront Avenue
#15-02/07
Keppel Bay Tower
Singapore 098632

Telephone
+65 8389600

Fax
+65 8389610

BMW Group **Asia** **Corporate Communications**

Cindy Chia

Tel: +65 6838 9629; Fax: +65 6838 9611

Email: cindy.chia@bmwasia.com

Media Website: www.press.bmwgroup.com

Company
BMW Asia Pte Ltd

BMW Group
Company

Head Office
1 HarbourFront Avenue
#15-02/07
Keppel Bay Tower
Singapore 098632

Telephone
+65 8389600

Fax
+65 8389610