



For immediate release

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## **BMW is the top premium car brand in Asia.**

BMW ranked top automobile brand in China, and third most popular in the region.

BMW is the most popular premium car brand in Asia, according to the latest survey on Asia Pacific's Top 1000 brand listing for 2009 by the MEDIA magazine.

The company was also the top-ranked car company in China and came in third in the Top 10 Autos category, closely behind two Japanese mass-market car brands.

“BMW once again secured a high finish in Media’s Top 1000 ranking, reflecting its standing among Asia-Pacific consumers. In the auto category, BMW performed well in all countries surveyed, and was the most popular auto brand in China for the second year running”, said Atifa Hargrave-Silk, Editor of Media magazine.

Mr Johannes Seibert, Managing Director of BMW Group Asia said, “We are delighted and honoured to be ranked as the number one premium car brand. It is a validation of our unwavering premium brand strategy, underlined by the Group’s focus on innovation as we continue to roll out new products, define new segments, and establish higher benchmarks in the premium automobile market. We will ensure that our customers continue to enjoy products befitting of BMW premium brand image”.

Across all industries, BMW was ranked 52nd among Asia Pacific’s Top 1000 Brands.

Asia’s Top 1000 Brands proprietary survey is co-funded by MEDIA magazine, an estimated 3,900 consumers in ten markets were surveyed in the sixth round of the survey: Australia, China, Hong Kong, India, Japan, Korea, Malaysia, Singapore, Taiwan and Thailand. The survey covered 11 major product and service categories.

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### **Top 10 Autos**

1	Toyota
2	Honda
3	BMW
4	Mercedes-Benz
5	Hyundai
6	Nissan
7	Ford
8	Maruti / Maruti-Suzuki
9	Audi
10	Volkswagen

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