



Media Information

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2010 red dot awards: The BMW Group wins six prizes for outstanding product design.

International jury of experts awards the Rolls-Royce Ghost, the BMW 5 Series Sedan, the BMW X1, the BMW 5 Series Gran Turismo, the BMW F 800 R, the BMW S 1000 RR.

Singapore. The presentation of the red dot award 2010 once again provides impressive confirmation of the outstanding quality of BMW Group design. Six current models of the BMW Group will receive the internationally renowned award this year, with the new Rolls-Royce Ghost winning the special “red dot: best of the best” award for the very highest level of design quality in the category Automobiles, Transport and Caravans. Other BMW Group models to be awarded the red dot as a mark of outstanding design are the new BMW 5 Series Sedan, the BMW X1 and the motorcycle model BMW F 800 R. There were also honourable mentions from the international jury of experts for the BMW 5 Series Gran Turismo and the motorcycle model BMW S 1000 RR. The awards will be presented at the gala held at the Aalto Theatre in Essen on July 5th 2010.

The red dot award is one of the most important awards in the world for product design. It was first awarded in 1955 and recognises outstanding design work in a wide range of categories including not only automobiles, architecture, household and home electronics but also fashion, life science and medicine. This year the jury, made up of international design experts, rated 4252 products from 57 nations. Their assessment is based on 17 criteria ranging from degree of innovation to functionality and ecological compatibility. In the category automobile, transport and caravan the jury issued 24 red dot awards this year - three of the award winners received the special “best of the best” rating.

This highest red dot seal of quality is given for recognition of unusually high-quality and groundbreaking design. The award-winning Rolls-Royce Ghost is an automobile whose unique character is expressed by an exclusive, unmistakable appearance. It is a symbol of clarity whose design reinterprets the classic values of the brand in a modern style for the 21st century. Its flowing lines reflect the dynamic performance of the most powerful Rolls-Royce ever built. Large spaces which cover the entire body and are structured by horizontal lines and highlight the solid, luxurious and supreme character of the vehicle.

An authentic visualisation of the vehicle's properties is also provided by the design of the new BMW 5 Series Sedan. Charismatic presence and stylish elegance in its shaping reflect the sedan's uncompromising premium quality and its high level of driving comfort. The car's sporty properties are reflected in dynamic lines and an athletic overall impression. What is more the high-quality aesthetic appeal of the BMW 5 Series Sedan, now also a 2010 red dot award winner, shows perfectly balanced proportions and precisely finished details.

The BMW X1 is distinct and yet characteristic of the brand. This applies both to its driving properties and its visual appearance, which has likewise been awarded a red dot award in 2010. The BMW X1 combines thrilling agility, versatile sporty flair and modern functionality: for the first time it is possible to savour the unique driving pleasure of a BMW X model in a vehicle of the premium compact segment. The BMW X1's highly distinct appearance is based on its elongated lines, giving it a look which conveys self-assured elegance. The characteristic design features of the BMW X1 include a powerfully shaped, long engine compartment lid, a striking upright BMW kidney grille, broadly flared wheel arches, short overhangs, a long wheelbase, an elaborately modulated rear and the flat standing rear window. The front, side and rear sections are seamlessly joined, with striking lines

creating flowing connections between the body elements.

Striking design.

With the red dot award 2010 for the BMW F 800 R, BMW Motorrad likewise continues its successful series of entries in renowned design competitions. The medium-category naked bike launched in the spring of 2009 brings the design concept of the large 4-cylinder roadsters (K 1300 R) to a new segment. A sporty touch and high-quality details determine the character of this model. The outstanding quality of the design also extends to the optionally available accessory components such as a windshield, a pillion passenger seat cover, radiator trim panels and an engine spoiler.

The motorcycle model BMW S 1000 RR is characterised by impressive riding qualities and a striking design. The innovative supersports bike, which received an honourable mention at the red dot awards 2010, has a design which is typified by a short, low front section and a high, compact rear and which conveys a striking visual lightness. The asymmetrical headlamps and side trim elements as well as the visually separated front section - the so-called "split face" - are characteristic BMW Motorrad design elements which are reinterpreted here. The fact that the seating position is focused towards the front wheel indicates that the BMW S 1000 RR is entirely geared towards the rider and towards sporty use.

The second honourable mention at the 2010 red dot awards goes to the BMW 5 Series Gran Turismo. This completely new vehicle concept combines essential features of a prestigious sedan, a modern Sports Activity Vehicle and a classic Gran Turismo, impressively implemented by means of innovative design solutions. The diverse qualities of the BMW 5 Series Gran Turismo in the areas of dynamic performance, space comfort and versatility are reflected in the characteristic BMW proportions, the four doors with frameless windows, a coupé-like flowing roof line and the dual-section rear opening.

Unique visual appearance.

The unique quality of BMW Group design is based on a design philosophy which runs across all brands, enabling the character of each brand and each model to be accurately gauged so that the individual qualities of each vehicle are precisely reflected in its design. In this way, vehicles are created which individually interpret characteristic brand design features and effectively express their model-specific qualities through their visual appearance. The resulting design quality gives rise to unique, unmistakable and fascinating products across all vehicle segments.

It is for this reason that a remarkably high number of new products of the BMW Group brands have been listed as red dot award winners for many years now. Last year they included the new BMW 7 Series, the new BMW Z4 and the motorcycle models BMW K 1300 S and BMW K 1300 R, while in the previous year the BMW 3 Series Convertible and the BMW G 450 X won the special award “red dot: best of the best”. In addition, the BMW X5, the BMW 1 Series Coupé, the Rolls-Royce Phantom Drophead Coupé and the BMW HP2 Sport won the red dot award for outstanding design quality in 2008.

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About BMW Group Asia

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the Asia-Pacific region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

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