



Press Release

ADAC “Gelber Engel” award for the BMW 520d EfficientDynamics Edition BluePerformance in the category “Car of the Future”.

**Eco-friendly, sustainable and future-proof – attributes the winner in
this category must have. These demands are best met by the
BMW 520d EfficientDynamics Edition BluePerformance.**

Munich. The “Gelber Engel” award, presented this year by the Allgemeiner Deutscher Automobil-Club (ADAC) for the ninth time, is one of the most significant prizes in the automotive sector and highly esteemed by manufacturers. Dr. Norbert Reithofer, CEO of the BMW AG, was overjoyed at receiving the “Gelber Engel” award for the BMW 520d EfficientDynamics Edition BluePerformance in the category “Car of the Future”. In a vote to determine Germany’s most popular car among the readers of Motorwelt and the users of the ADAC Internet platform, the BMW 3 Series came third. In keeping with tradition, the award ceremony was this year again held in the Allerheiligen-Hofkirche at the Münchner Residenz in the presence of high-calibre representatives from industry, the media and politics. Europe’s largest automobile club presents the award in a total of five categories: “Car”, “Innovation and Environment”, “Future”, “Quality” and “Personality”.

The current winner of the “Gelber Engel”, the BMW 520d EfficientDynamics Edition BluePerformance, fulfils the principle of sustainability to the highest degree: Avoidance of losses, maximum utilisation of energy. As a complement to the comprehensive package of BMW EfficientDynamics measures aero wheels, tyres with reduced roll resistance, a modified engine design, an adapted final drive ratio and an optimised gear shift indicator ensure a remarkably low consumption level of just 4.5 litres per 100 kilometres in the EU test cycle and a CO2 value of 119 grams per kilometre. In addition, the innovative BMW BluePerformance system featuring an additional catalytic converter helps to further reduce harmful substances in the exhaust gas, the so called nitrogen oxides. And all this without compromising driving pleasure. On the contrary, with an output of 135 kW (184 hp), the BMW 520d EfficientDynamics Edition BluePerformance excels through sporting driving characteristics.

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The “Gelber Engel” is awarded to those who continue to make progress in the promotion of mobility. In the category “Innovation and Environment” in particular, the ADAC honours each year ideas that contribute towards safe, consumer-friendly and eco-friendly mobility. This year, BMW has been nominated for this category for its effective measures implemented against speedometer manipulation. It is assumed that each year in Germany alone, the actual mileage of around two million used vehicles is lowered by targeted manipulation in order to obtain a higher price. The total damage induced to the used car sector is estimated to be at around six million Euros each year. Thanks to the development of appropriate security measures, current BMW Group vehicles cannot be manipulated solely by connecting to the on-board diagnostic socket. It requires much more effort, significantly increasing the risk for potential fraudsters. Moreover, any attempts at manipulation inevitably leave clear traces that can later be forensically substantiated. The whole idea is the result of continuous and systematic measures by the BMW Group to combat increasing speedometer trickery.

ADAC “Gelber Engel” awards are among the most important trophies in the German automotive industry. The accolades handed out by juries of experts are seen as a significant seal of quality in each category. The result in the category “Car” is decided upon by the around 19 million ADAC members.

For further questions please contact:

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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