



Media Information
29th November 2017

Quadruple success for BMW in the Auto Trophy 2017. Readers of “Auto Zeitung” and its international partner magazines vote the BMW i3, BMW 3 Series, BMW 5 Series and BMW X3 the “World’s Best Cars” in their respective classes.

Munich. For 30 years now, German motoring magazine “Auto Zeitung” has conducted a readers’ survey to decide the winners of the “Auto Trophy – World’s Best Cars” award. And BMW is celebrating a quadruple success in this year’s anniversary poll. The brand’s quartet of class winners in the Auto Trophy 2017 span a broad section of the Munich-based premium car maker’s model line-up. The BMW 3 Series emerged triumphant in the midsize class, the new BMW 5 Series topped the rankings in the executive class, the new BMW X3 beat off all its rival “SUVs from 25,000 – 50,000 euros” and the BMW i3 was the winner of the “Electric Cars” category.

The Auto Trophy – World’s Best Cars award is one of the most renowned in the automotive industry and, with its three decades of history, has one of the longest traditions. The latest edition of the survey was based on feedback from readers of both Auto Zeitung and – for the fourth time – the magazine’s international partner titles and online portals. The respondents chose their favourite models across 16 vehicle classes and two special categories to decide the winners of the Auto Trophy 2017.

The BMW i3 notched up a particularly resounding victory in the “Electric Cars” category, accounting for 35.6 per cent of the vote. Launched four years ago as the first premium car designed from the outset with an all-electric drive system, the i3 has been the highest-selling electric vehicle in Germany since 2014. The recently presented update of the i3 (power consumption combined: 13.6 – 13.1 kWh/100 km; CO₂ emissions combined: 0 g/km) and the BMW i3s launched alongside it (power consumption combined: 14.3 kWh/100 km; CO₂ emissions combined: 0 g/km) turn locally emission-free mobility into an even richer experience. The eDrive technology developed by the BMW Group lays on generous portions of sustainable driving pleasure. It includes an electric motor (producing 125 kW/170 kW in the BMW i3



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and 135 kW/184 hp in the new BMW i3s) and a lithium-ion high-voltage battery with capacity of 94 Ah/33 kWh, which brings the operating range of both cars up to approximately 200 kilometres (124 miles) in everyday use.

The winner of the Auto Trophy 2017 in the midsize class was the BMW 3 Series. Its conclusive 17.7 per cent share of the vote underlines once more the enduring popularity of this bestselling model, whose appeal has been further enhanced with the addition to the line-up of new special-edition variants of the Sedan and Touring variants. And the BMW 3 Series Gran Turismo – whose vehicle concept is unique in the midsize class – has also contributed to the market success enjoyed by the latest model generation.

The BMW 5 Series has strengthened its leading position in terms of driving dynamics, comfort and connectivity once again this year with the introduction of a new model generation. It was the same story in the Auto Trophy 2017 poll, where the new 5 Series claimed a clear victory with 26.3 per cent of the votes in the “Executive Class” category. The new BMW 5 Series is lighter than the predecessor (which won the title in 2015) and more efficient too. Added to which, the new 5 Series Sedan and new 5 Series Touring take another step on the road to automated driving with the inclusion of cutting-edge driver assistance systems.

The new BMW X3 rounds off Munich’s quartet of Auto Trophy winners. The third generation of the midsize Sports Activity Vehicle had won over the readers of Auto Zeitung and its partner publications before it was even launched, thanks to a sharply contoured design, further refined premium ambience in the interior and significant advances in functionality, comfort and connectivity. The new BMW X3 took the plaudits in the “SUVs from 25,000 – 50,000 euros” category with 20.6 per cent of the vote.



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Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>.
LeitfadenCO₂ (GuidelineCO₂) (PDF – 2.7 MB)

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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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