



Media Information
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BMW Earns “2010 TOP SAFETY PICK” Award for 5 Series Sedan

5 Series Receives Highest Rating of “Good” for Frontal Offset, Roof Strength, Side Impact and Rear Crash Protection in IIHS Tests

Richmond Hill, ON. BMW Group Canada today announced that the Insurance Institute for Highway Safety (IIHS) declared the 2011 BMW 5 Series Sedan a 2010 Top Safety Pick. The new 5 Series earned the top rating of “Good” based on its performance in each of the Institute’s crash tests.

Receiving the 2010 Top Safety Pick for the 2011 BMW 5 Series Sedan is one of numerous awards BMW has earned from the IIHS over the years. In fact, as a result of tests conducted in 2008, the 2009 BMW 3 Series Sedan as well as the X3 and X5 Sports Activity Vehicles® earned the IIHS Top Safety Pick.

“Safety has long been a priority for BMW, so earning a Top Safety Pick from IIHS means a great deal,” said Franz Jung, President and CEO, BMW Group Canada. “The press has praised the car and our consumers have eagerly awaited its arrival in showrooms. This award demonstrates that we left no stone unturned in the development of the all-new 2011 5 Series Sedan.”

The Institute rates vehicles “Good,” “Acceptable,” “Marginal” or “Poor” based on performance in high-speed Frontal Offset and Side Impact crash tests as well as an evaluation of the vehicle’s Rear Crash Protection/Head Restraints, which protect against neck injuries in rear impact crashes. A stringent new Roof Strength test was added in 2009. In order for a vehicle to become a Top Safety Pick, it must earn “Good” ratings in all four Institute tests. Additionally, as of 2007, winning vehicles must also offer electronic stability control – a standard feature on all BMW vehicles since model year 2000, known as Dynamic Stability Control. The IIHS requires this feature based on Institute research indicating that stability control significantly reduces crash risk, especially the risk of fatal single vehicle crashes, by helping drivers maintain control of their vehicles during emergency maneuvers.

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"The new 5 Series integrates the latest crash avoidance technology in a beautiful package that inspires confidence and peace of mind," added Jung. "Advanced materials, sophisticated design techniques, and state-of-the-art testing succeeded in delivering a fantastic new 5 Series that will become the benchmark for every premium model in this segment."

BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 five years.

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