

**Media Information**

February 1, 2023

**The BMW i4 wins AutoGuide's 2023 Car of the Year.**

- **Awarded by automotive publication AutoGuide.**
- **The i4 is available in three variants: eDrive35, eDrive40 and M50 xDrive.**
- **All-electric driving range up to 484 km.**
- **Base MSRP of \$54,990 CAD.**

**Richmond Hill, ON.** Today the automotive publication AutoGuide announced the BMW i4 as the winner of their 2023 Car of the Year Award. AutoGuide's Car of the Year category is open to cars with all powertrain types. A win in this category for the all-electric BMW i4 signifies not only a growing shift towards electric mobility, but also illustrates the quality and breadth of the i4's product offering. The BMW i4 is available in three variants; the eDrive35, eDrive40 and the M50 xDrive and has a base MSRP of \$54,990 CAD. Depending on the variant and equipment selected, the i4 offers an all-electric driving range between 365 and 484 km.

The team of journalists at AutoGuide scored their 20 finalist vehicles on numerous attributes, including value, ease of use, space, safety, and curb appeal. "The i4 represents the perfect gateway for an enthusiast reticent about electric car ownership," said contributing writer Jeff Wilson. "Whether the single motor eDrive40 or the sizzling-quick M50, the i4 is a genuinely fun car to drive, and exactly what enthusiasts hope for from BMW in this segment."

The i4 blends the functionality and space of the gran coupé design with the instantaneous power delivery of BMW's latest 5th generation eDrive, which is also found in the BMW iX Sport Activity Vehicle. Class-leading driving dynamics and long-distance comfort, elegant design, uncompromising workmanship, cutting-edge user-vehicle interface and advanced

infotainment and driving assistance technologies all combine to deliver a zero-emissions BMW worthy of the Ultimate Driving Machine moniker.

Sustainability was an integral part of the development of the new BMW i4, from the sourcing of materials to the production of the i4 itself and to the recycling of its components in the future. Every step of the value chain was carefully looked at to reduce the carbon footprint of the i4 to the absolute lowest level possible.

The BMW i4 has been available at Canadian BMW retailers since March of 2022.

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### **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 50 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

### **For more information, please contact:**

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