

**Media Information**

February 16, 2023

**The BMW i4 wins AutoTrader's Best Compact Luxury Car for 2023.**

- **Awarded by automotive publication AutoTrader.**
- **First time an EV has won this category.**
- **All-electric driving range up to 484 km.**
- **Third Canadian award for the BMW i4.**

**Richmond Hill, ON.** Today the Canadian-based automotive publication AutoTrader announced the BMW i4 as the winner of their award for Best Compact Luxury Car for 2023. While the Compact Luxury Car category is open to cars with all powertrain types, this is the first time an EV has won the category. A win in this category for the BMW i4 demonstrates not only the growing acceptance of electric vehicles, but also the quality of the BMW i4's product offering.

More than 20 automotive journalists from across Canada vote for the best vehicles in over 30 categories. When voting, the AutoTrader jury considers over a dozen criteria including engineering excellence, driver satisfaction, innovation, performance, value, safety, and more. The AutoTrader Awards launched in this format in 2019.

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 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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