



Media information
26 February 2025

BMW starts 2025 with numerous award wins.

Two BMW model series take first place in their respective vehicle categories in the renowned "Best Cars" readers' poll of German car magazine "auto motor und sport". And BMW achieves a triple victory in the UK at "What Car?" magazine's 2025 "Car of the Year Awards". BMW thus seamlessly continues its string of successes in competitions in Germany and on international markets.

Munich. A double title win in the "Best Cars" poll of German car magazine "auto motor und sport" sees BMW celebrating a successful start to 2025. Readers voted the BMW 2 Series Coupé the class winner in the compact segment for the fourth time in succession, with a 13.2 per cent share of the vote. As in the previous year, the BMW X1 took first place in the "Compact SUV/Off-road Vehicle" category. It garnered 8.4 per cent of the votes cast. Around 95,000 readers took part in the 49th edition of the prestigious "Best Cars" awards. From a total of 462 models, they chose one overall winner and one import winner in each of 13 vehicle classes.

Three more current BMW models won awards at the 2025 "Car of the Year Awards" organised by British car magazine "What Car?". As in the year before, the BMW 4 Series was victorious in the "Best Coupé/Convertible" category. The BMW M3 Touring took "Best Performance Car" honours with its combination of outstanding driving dynamics and great everyday usability. This was another model that repeated its success from the year prior. The "Best Luxury Car" title once again went to the BMW X7, as it did in 2024.

With these latest awards, BMW is continuing the string of successes it achieved in prestigious national and international competitions in 2024, which saw BMW vehicles from a wide range of market segments come out on top in both reader surveys and expert jury decisions.

New BMW 5 Series overall winner of "German Car of the Year" 2025.

At the end of 2024, a jury of 40 motoring journalists crowned the new BMW 5 Series "German Car of the Year". In doing so, they declared the executive sedan's latest generation the best new car released on the German car market over the previous twelve months. The new BMW 5 Series Sedan and Touring models particularly impressed the jury with their hallmark driving dynamics combined with long-distance comfort and a wide choice of powertrains. In



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addition to plug-in hybrids and highly efficient internal combustion engines, the portfolio also includes the all-electric BMW i5 Sedan and BMW i5 Touring models.

But the "German Car of the Year" award was just one of the numerous accolades that the new BMW 5 Series won in the course of 2024. It also came first in the 2024 "World Luxury Car" competition. A jury of around 100 international motoring journalists declared the new BMW 5 Series the winner out of a field of 13 luxury vehicles.

In the UK, "Fleet News" magazine honoured the BMW 5 Series with its "Best Executive Car" title. Renowned British car magazine "Autocar" gave the new BMW 5 Series its "Autocar Award 2024" in the "Best Hybrid" category.

Triumphs for BMW: "Golden Steering Wheel" and "Auto Trophy".

The voting for the coveted 2024 "Golden Steering Wheel" awards saw the new BMW 540d xDrive Touring (combined, WLTP (EnVKV): fuel consumption 6.5 litres/100 km; CO₂ emissions 171 g/km, CO₂ class F) victorious over its competitors in the "Executive Car" category. The BMW 3 Series also won a "Golden Steering Wheel", as "Best Used Car", in recognition of its outstanding durability. Awarded by German car magazine "Auto Bild" and the weekly "Bild am Sonntag", this trophy is among the most renowned accolades on the European car market. The "Golden Steering Wheel" winners have been determined annually since 1976, by a jury of experts.

"Auto Bild" and the car valuation company "Schwacke" also crowned the BMW 540d xDrive Touring its "2024 Residuals Champion" ("Wertmeister"). They expect it to experience the lowest depreciation in its class over the next four years.

The success story of the new BMW 5 Series continued in 2024 at the 37th edition of the "Auto Trophy" awards organised by German car magazine "Auto Zeitung". Readers of the print edition and users of "autozeitung.de" voted it the winner in the "Executive Class/Luxury Class" category. This was not the only accolade for BMW at the 2024 "Auto Trophy" event. The Munich-based premium car manufacturer received a total of eight awards. BMW won the "Auto Trophy" "Best Brand" poll with 22.4 per cent of all votes cast. The new BMW 1 Series came out on top in the "City Cars/Small Cars/Compact Class" segment. With a 26.1 per cent



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share of the vote, the BMW 3 Series landed a clear victory in the compact executive class. Readers of "Auto Zeitung" were equally impressed with the new BMW X3 and awarded it a commanding first place in the "SUVs from 30,000 to 60,000 euros" category. Finally, the BMW X5 once again won the storied award in the "SUVs from 60,000 euros" price bracket. The BMW iX took first place in the "Electric SUVs from 50,000 euros" segment, while the BMW iX1 triumphed as the best "Electric SUV up to 50,000 euros".

All-electric BMW models enjoy international success.

Numerous additional awards emphasise the global importance of all-electric BMW models on the international market. In February 2025, the "Automobile Journalists Association of Canada" presented the BMW i4 with the prestigious "Canadian Electric Car of the Year" award for the second time. For the Canadian jury of experts, the inspiring performance and excellent range of the BMW i4's electric powertrain were as important to their decision as its impressive braking system and the quality of its interior.

In the United States, the BMW i4 made it onto "Car and Driver" magazine's 2024 "Editors' Choice" list in the "Electric Car" category. The BMW iX received the renowned publication's coveted accolade in the "Luxury Electric SUV" segment, while the BMW i7 got the nod in the "Luxury Electric Cars" category. The BMW i4 eDrive40 (combined, WLTP (EnVKV): energy consumption 18.6 kWh/100 km; CO₂ emissions 0 g/km, CO₂ class A) received the "Zero-Emission Vehicle Award" (ZEVAS) as the "Top Compact/Coupé" at the 2024 Los Angeles Auto Show.

The British car magazine "Diesel&EcoCar" honoured the BMW i5 as the "Best Electric Executive Car" in 2024, while the BMW iX won in the "Best Electric Luxury SUV" category. The BMW i7 was awarded the "Best Electric Luxury Car" title.

In Germany, BMW collected additional accolades in the second edition of the "Auto Trophy Elektro" event organised by car magazine "Auto Zeitung". The BMW i5 Sedan received the most votes in the electric sedan segment while the BMW iX1 took first place in the "Electric SUVs up to 50,000 euros" class. Moreover, the 2024 "Auto Trophy Elektro" award for the "Most Sustainable Brand" once again went to BMW, as it did in the year before.



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In Denmark, the all-electric BMW i5 won the "Car of the Year 2024" award. Finnish car magazine "Tekniikan Maailma" named the BMW i5 eDrive40 (combined, WLTP (EnVKV): energy consumption 18.0–17.9 kWh/100 km; CO₂ emissions 0 g/km, CO₂ class A) its "Winter Car of the Year" in the "Best BEV Car" segment. And in the 2024 UK "Car of the Year Awards", the BMW i5 came out on top in the "Best Executive Car" category.

Accolades for the new BMW 3 Series.

The BMW 3 Series won the 2024 "autonis Award" for best new design of the year in the "Compact Executive" bracket. It made first place in the reader's poll of German car magazine "auto motor und sport", ahead of the BMW 4 Series Coupé/Gran Coupé. The BMW 3 Series also received further honours on the international stage. In the UK, it was voted "Best Plug-in Hybrid Large Car" by "Diesel&EcoCar" magazine. The same publication also named the BMW 3 Series Touring its "Best Plug-in Hybrid Estate Car". Another trophy came from the United States. The US car magazine "Car and Driver" included the BMW 3 Series in its 2024 "Editors' Choice" list, in the "Entry-Luxury Car" category. In 2024, a total of 13 BMW models made it onto the renowned editorial team's list of recommended vehicles. Meanwhile, the BMW X1 brought home a clear victory in the German "Auto Bild" car magazine's SUV category for company cars ("Firmenwagen Award 2024").

BMW collected no fewer than four accolades at the "sport auto Award 2024" event. The annual readers' poll, organised by car magazine "sport auto" for the past 32 years, saw the BMW Z4 M40i (combined, WLTP (EnVKV): fuel consumption 8.7 litres/100 km; CO₂ emissions 197 g/km, CO₂ class G) win the "Convertibles and Roadsters up to 100,000 euros" category. The most votes in the "Coupés up to 75,000 euros" segment went to the BMW M240i Coupé xDrive (combined, WLTP (EnVKV): fuel consumption 8.8–8.7 litres/100 km; CO₂ emissions 200–199 g/km; CO₂ class G). Readers voting in the "Sedans and Estate Cars up to 100,000 euros" class favoured the BMW M3 Competition (combined, WLTP (EnVKV): fuel consumption 9.8 litres/100 km; CO₂ emissions 224–222 g/km; CO₂ class G) with a resounding 38.3 per cent share. An equally overwhelming victory went to the BMW M4 Competition (combined, WLTP (EnVKV): fuel consumption 9.8 litres/100 km; CO₂ emissions 223–221 g/km, CO₂ class G) in the "Coupés up to 150,000 euros" category.



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With the "Paul Pietsch Award", BMW won one of the most prestigious accolades of the 2024 automotive year. In their vote for the most important automotive innovation of the year, the expert jury of German car magazine "auto motor und sport" chose the BMW Highway Assistant. It enables drivers to take their hands off the steering wheel for longer periods of time. This increases comfort on long-distance journeys.

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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