



Media Information
28th May 2010

2010 “Auto Bild Design Award”: Three European victories for BMW.

Readers of “Auto Bild” and its 20 European sister magazines nominate the best designed cars of the year – BMW seizes victory in three out of five classes – Awards for the new BMW 5 Series Saloon, the BMW X1 and the concept car BMW Vision EfficientDynamics.

Munich. With victories in three out of five assessment categories, BMW has assumed a dominating role at the 2010 “Auto Bild Design Awards”. In the Europe-wide voting, the new BMW 5 Series Saloon, the BMW X1 and the concept car BMW Vision EfficientDynamics were able to assert themselves in each of their vehicle categories. This once again confirms the fascination and quality of BMW design, which authentically expresses the brand-typical driving pleasure, contributing decisively towards the success of current models in all vehicle segments.

The trade journals “Auto Bild” and its 20 European sister magazines had called on a total of around 40 million readers to nominate the best designed cars of the year. There was a choice of 103 new models being offered on European automobile markets as well as current concept vehicles and studies. The international readers’ voting resulted in success for BMW in three out of five vehicle categories. The BMW 5 Series Saloon, which was launched only just a few weeks ago, was successful in its segment in both the national assessment in Germany as well as the Europe-wide voting. The sixth generation of the successful business saloon is characterised by charismatic presence, stylish elegance and a dynamic silhouette. Its design symbolises the comfort features, the uncompromising premium quality as well as the superior sportiness of the new BMW 5 Series Saloon.

The BMW X1 was European winner in the assessment class “SUV”, vans and four-wheel drive vehicles. The appearance of the compact BMW X model immediately conveys spontaneous driving pleasure, self-assured elegance and independent characteristics. Its design significantly reflects the enthusing agility, versatile sportiness and state-of-the-art functionality of the BMW X1.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
25920

Internet
www.bmwgroup.com



Media Information

Date 28th May 2010
Subject 2010 "Auto Bild Design Award: Three European victories for BMW."
Page 2

With its third 2010 "Auto Bild Design Award", BMW has gained yet another accolade for exceptionally innovative design language. In the category "Studies and Concept Cars" the readers' vote resulted in clear victory for the concept vehicle BMW Vision EfficientDynamics. The concept car, which was first presented at the Frankfurt International Motor Show in 2009, embodies the future of driving pleasure – both with regard to driving technology as well as the fascination of its design. The four-seater sports car with plug-in hybrid drive and wing doors establishes groundbreaking benchmarks though the innovative realisation of typical BMW design vocabulary, both with regard to its exterior and interior.

Public enthusiasm for the current design of BMW automobiles fired within the framework of the "Auto Bild Design Award" corresponds to a high degree with the judgement made by international experts. At the beginning of July, both the new BMW 5 Series Saloon and the BMW X1 will be presented with the internationally renowned 2010 red dot award for outstanding product design. Moreover, the concept car BMW Vision EfficientDynamics is not a first-time award winner either. Its vanguard design authentically visualising trend-setting drive technology was winner of the Louis Vuitton Classic Award at the beginning of 2010.

For questions please contact:
Frank Strebe, Product Communication BMW Automobiles
Phone: +49-89-382 25920, Fax: +49-89-382 20626

Dirk Arnold, Head of Product Communication BMW Automobiles
Phone: +49-89-382 12325, Fax +49-89-382 20626

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de

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



Media Information

Date 28th May 2010
Subject 2010 "Auto Bild Design Award: Three European victories for BMW."
Page 2

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.