



Media Information  
March 2011

### **New BMW X3 voted “Four-Wheel Drive Car of the Year 2011”.**

**Yet another success for the latest BMW X model: The BMW X3 also takes a firm lead in the reader survey conducted by the specialist car magazine “Auto Bild Allrad”.**

**Munich.** Amidst an impressive start on the international automotive markets, the new BMW X3 has rapidly become the shooting star in its segment. Winning the title of “Four-Wheel Drive Car of the Year 2011” awarded by the specialist car magazine “Auto Bild Allrad” is current proof of the new BMW X3’s exceptionally high degree of popularity. The success in the reader survey conducted by Europe’s biggest-selling specialist journal for four-wheel drive cars is already the BMW X3’s second title victory this year. Only a few weeks ago, readers of the magazine “Off Road” voted the Sports Activity Vehicle “Off-road Vehicle of the Year 2011”. With this double success, the new BMW X3 is quick in following the traces of its predecessor, which, in 2006 and 2007, was able to secure the readers’ vote of both periodicals twice in succession.

For the eleventh time now, readers of “Auto Bild Allrad” were asked to name their favourite models from those available on the German car market. In nine categories, there were more than 130 four-wheel drive vehicles to choose from. The new BMW X3 promptly secured first place in the category “Off-road vehicles and SUVs ranging from 25,000 to 40,000 Euros”. The associated title of “Four-Wheel Drive Car of the Year 2011” was awarded during a festive ceremony in Frankfurt on 24 March 2011.

With a captivating design, a unique combination of sportiness and efficiency as well as the largest and most variable luggage compartment in the competitive environment, the BMW X3, which has been on sale in Germany since November 2010, yet again sets standards in driving pleasure, versatility and premium quality.

Compared to the predecessor model, with which BMW established the concept of the Sports Activity Vehicle in this segment, it offers a

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noticeable increase in space, even more efficient engines, optimum motoring comfort and a widened choice of innovative equipment features. Both at the front and at the rear the new BMW X3 convinces through outstanding travel comfort and a high-class ambience. With a 550-litre loading capacity, which can be increased to 1,600 litres, and 40:20:40 split-folding rear seats, the vehicle's carrying capacities also set new benchmarks for the segment.

In the spring of 2011, the engine portfolio for the new BMW X3 will comprise two petrol engines and two diesel engines with a power output ranging from 135 kW/184 bhp to 225 kW/306 bhp. Depending on the engine variant, the new BMW X3 features an eight-speed automatic transmission either as standard or as an option. The still unique, intelligent four-wheel drive system xDrive has been optimised even further. Electronically controlled power distribution ensures not only supreme traction and maximum road stability on slippery surfaces, but also superior dynamics on the road, thus providing that unmistakable driving pleasure that is so typical of BMW. Moreover, the new BMW X3 shoots way ahead of competition thanks to an extensive choice of innovative equipment features, driving assistance systems and mobility services from BMW ConnectedDrive. For example, the new BMW X3 is the only model in its class to be optionally fitted with a Head-Up Display and offer in-car Internet access.

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### **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.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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 six years.