



Press Release  
January 2013

## **Three victories for BMW – readers of the trade magazine “auto, motor und sport” choose “The best cars of 2013”.**

**Although only on sale at dealers since February 2012, the BMW 3 Series has already taken the lead in the midrange segment. The BMW 5 Series achieved a hat trick after seizing first place in the upper midrange segment for the third time in succession. The BMW 6 Series Gran Coupe first presented last March went straight to the top of the luxury class ratings.**

**Munich.** For BMW, the year 2013 has got off to a really pleasing start. Readers of the trade magazine “auto, motor und sport” gave models of this brand the best rating in three different categories. The new version of the BMW 3 Series went immediately to the top of the highly competitive midrange segment, the BMW 5 Series once again defended its lead in the upper midrange segment and the BMW 6 Series Gran Coupe went straight to first place in the luxury class ratings. In addition, like last year, the BMW 6 Series seized third place in the category convertibles. On the whole, an impressive result, continuing with the numerous successes achieved in recent years in this survey. The high total of 112,877 readers participating in the vote shows that the interest in this highly reputed survey is by no means declining. Hence, this traditional readers’ competition stands on a broad and appropriately indicative basis.

The accolades were presented to Dr. Ian Robertson, board member of the BMW AG, responsible for BMW Sales and Marketing, during a gala event held in Stuttgart today.

The BMW rankings at a glance:

BMW 3 Series	First place in the midrange segment
BMW 5 Series	First place in the upper midrange segment
BMW 6 Series Gran Coupe	First place in the luxury class
BMW 6 Series Convertible	Third place in the convertible category

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Every year for 37 years now, the automotive trade magazine “auto, motor und sport” has held this large-scale opinion survey, which is also a widely acclaimed indicator for the automotive market, as the results reflect tendencies, needs and



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potential buyers' preferences. In the current survey, readers were able to choose from 373 models, which were to be assessed in a total of ten different categories. These included 51 completely new models, which were being assessed for the first time, as well as 48 revised model series.

The BMW 3 Series' victory in the fiercely competitive, high-volume midrange segment impressively underscores what the potentially record-breaking sales figures of this popular series had already suggested: The BMW 3 Series is right at the top of its segment. A high level of popularity and acceptance was also confirmed by the success of the BMW 5 Series, which, as the winner in the upper midrange segment, kept its competitors “at a distance” for the third time in succession. Furthermore, the “start-to-finish victory” of the BMW 6 Series Gran Coupe demonstrates with its elegant interpretation of a four-door coupe that BMW has effectively managed to meet the needs of luxury class clientele.

BMW's good performance in the category “Car of the Year 2013” reflects the brand's tremendous success achieved last year, during which BMW sold more cars than ever before in the company's history. Sales increased in 2012 by 11.6 % to a new record high of 1,540,085 vehicles.

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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, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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