



Press Release
31 May 2013

Overall victory for BMW in the ADAC brand ranking 2013.

In the large-scale ADAC study "AutoMarxX", BMW achieves in 2013 a further improvement on 2012 in the areas of customer satisfaction, product quality and safety, repeating its 2010 success by seizing first place in the overall ranking.

Munich. With its current model range, BMW has once again seized overall victory in the major brand ranking survey of the Allgemeiner Deutscher Automobilclub (ADAC). In the particularly significant categories of customer satisfaction, product quality and safety, the Munich-based premium manufacturer was able to improve on last year's ranking even further. The outstanding performance in the ADAC AutoMarxX 2013 impressively confirms both the high level of acceptance and popularity of the brand as well as the superb quality of BMW automobiles.

The ADAC AutoMarxX study is based primarily on comprehensive product tests, detailed market analyses, large-scale surveys, the results of ADAC breakdown statistics as well as the defects lists issued by the testing organisations TÜV, Dekra and GTÜ. Consequently, this market study carried out by Europe's largest automobile club is also a crucial index for the automotive industry. In the current comparison, a total of 33 car brands with relevance to the German market were taken into consideration. Within a spectrum ranging from the best mark of 1 to a 5 for the worst rating, BMW was able to secure first place in the rankings with an outstanding overall mark of 1.87.

In the assessment category "Customer Satisfaction", the rating of which is determined by the ADAC "customer barometer" and the TÜV Report, BMW has climbed since the last AutoMarxX study in December 2012 by 0.54 points from 2.0 to 1.46. Assessment in the category "Vehicle Quality" is carried out according to the results of numerous ADAC vehicle tests and breakdown statistics issued by TÜV, Dekra and GTÜ. Here, BMW was also able to achieve a further increase from 1.72 to 1.5. In this particular case, the partial results within the vehicle quality category are also enlightening. BMW is also the only manufacturer to gain first place with the best mark of 1 in both the subcategory "Vehicle Technology" and the ADAC breakdown statistics. Moreover, the current study also clearly confirms the high level of safety offered as standard by BMW vehicles across all segments. For example, BMW was able to improve its rating in the category "Safety", the assessment of which is derived from the results of ADAC safety checks, from 2.0 to 1.7.

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Every six months since 2001, the ADAC has performed the AutoMarxX study in order to assess the image and market strength of car manufacturers based in Germany. The overall assessments made by the brand survey are obtained from the individual assessments performed in the categories brand image, market strength, customer satisfaction, product strength, environment and safety, thus permitting a comprehensive and detailed overall picture of the current performance level of the most significant car brands in Germany. The results of the next AutoMarxX study are scheduled to be released by the ADAC in December 2013.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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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