



Media Information
September 12th 2014

“The most sporting cars of 2014”: Five BMW models top their category in reader vote. BMW M3, BMW M4, BMW M235i, BMW M135i and BMW 335i win “sport auto Award 2014”.

Munich. BMW combines high performance with a time-honoured brand of driving pleasure and consummate everyday usability – that was the confirmation provided once again by the readers’ poll conducted by German motoring magazine “sport auto”. Five class wins and a second place represented an outstanding return for the BMW Group’s brands in the “sport auto Award 2014”. The BMW M3 Sedan and BMW M4 Coupe were among the biggest voter favourites, with the two BMW M Division models asserting their superiority in the classes for “Saloons/Estates up to €100,000” and “Coupés up to €100,000” respectively. The winners in the “Coupés up to €50,000” and “Compact Cars” categories also carry an “M” in their model designation – the BMW M235i Coupe and BMW M135i. Elsewhere in the competition, the BMW 335i held sway in the “Saloons/Estates up to €50,000” class, reprising its success from the previous year in impressive style. And second place for the BMW M550d xDrive in the “Diesel Cars” class highlights the BMW Group’s leading status across all classes as a maker of sporting cars boasting exceptional efficiency.

Placings at a glance:

Winner – Compact Cars	BMW M135i
Winner – Saloons/Estates up to €50,000	BMW 335i
Winner – Saloons/Estates up to €100,000	BMW M3 Sedan
Winner – Coupés up to €50,000	BMW M235i Coupe
Winner – Coupés up to €100,000	BMW M4 Coupe
Second place – Diesel Cars	BMW M550d xDrive

BMW M3 and BMW M4 reinforce their elite status.

From the moment they went on sale, the BMW M3 (37.1 percent of the vote) and BMW M4 (18.5 percent) have put forward a persuasive case for themselves – and just a few months after their launch both were voted top of their class by respondents in the “sport auto Award 2014” readers’ survey. The result underlines in resounding fashion the stand-out status of the two new models. Like its predecessors, the fifth-generation BMW M3 encapsulates the combination of motor sport genes and unrestricted everyday usability within an

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emotionally rich overall concept. The BMW M3 Sedan and BMW M4 Coupe embody a new take on the high-performance sports car theme and uphold the commitment to implementing the BMW M philosophy espoused by their predecessors. The BMW M3 Sedan and BMW M4 Coupe (fuel consumption combined for both models: 8.8 l/100 km [32.1 mpg imp]; CO₂ emissions combined: 204 g/km)* are powered by a newly developed six-cylinder in-line engine. The high-revving unit with M TwinPower Turbo technology offers maximum output of 317 kW/431 hp. Peak torque of 550 Nm (406 lb-ft) is available across a broad rev band and exceeds the maximum offered by the previous BMW M3 by almost 40 percent. A rigorously applied lightweight design concept has brought about a weight reduction of around 80 kilograms, giving the BMW M4 Coupe a DIN kerb weight of 1,497 kilograms and ensuring top-class driving dynamics and excellent efficiency. Fuel consumption and emissions, meanwhile, are down by 25 percent. The BMW M3 Sedan and BMW M4 Coupe need just 4.1 seconds to sprint from 0 – 100 km/h (62 mph) – when fitted with the optional seven-speed M Double Clutch Transmission – and also catch the eye as strong performers out on the track.

A good showing for M Performance Automobiles

The BMW M235i Coupe (fuel consumption combined: 8.1 l/100 km [34.9 mpg imp]; CO₂ emissions combined: 189 g/km)* with 240 kW/326 hp – likewise launched this year – also impressed the readers. A 36.5 percent share of the vote and first place in the category for coupés up to €50,000 represented a dream start for the new model series. The BMW M135i rounded off an excellent showing by the M Performance Automobiles with victory in the "Compact Cars" class (27.1 percent of the votes). Like the BMW M235i, the BMW M135i (fuel consumption combined: 8.0 l/100 km [35.3 mpg imp]; CO₂ emissions combined: 188 g/km)* is also powered by a six-cylinder engine with M TwinPower Turbo technology that displays instantaneous responses, an exceptional thirst for revs and outstanding refinement.

The BMW 335i staged a repeat of its success from last year in the class for saloons/estates up to €50,000. This year 31.7 percent of readers voted the 335i top of the pile, allowing it to continue the tradition established by its predecessor – which was voted the most sporting car in its class three years in succession.

* Fuel consumption figures are based on the ECE test cycle and depend on the tyre format selected.



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The "sport auto Award" is presented annually by German motoring magazine "sport auto". It is one of the leading German awards for sporting cars and is highly coveted by manufacturers. 2014 marked the 34th year that the magazine's readers have been called on to vote, with 234 models nominated in 15 series-production categories and 10 tuning classes. A total of 15,551 readers took part in the poll (which ran from 17 April to 18 July) via survey postcard, online survey or one of the "sport auto" digital channels.

Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO₂ emissions und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. LeitfadenCO₂ (GuidelineCO₂) (PDF – 2.7 MB)

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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