



Media Information
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After the “Green Steering Wheel“, the BMW i3 now also wins the “Golden Steering Wheel” awarded by “Auto Bild” and “Bild am Sonntag”.

Sustainable success for locally emissions-free driving pleasure: three years after being named the “best new environment-friendly car”, the purely electrically powered premium model has now also won in the “Alternative Drives” category.

Munich. This is what sustainable success looks like. The BMW i3 has won the 2016 “Golden Steering Wheel”, making it the first model taking part in the competition organised jointly by “Auto Bild” and “Bild am Sonntag” to have received the award for the second time in recognition of its groundbreaking lifecycle assessment. The world’s first ever premium automobile to be conceived from scratch for purely electrically powered mobility, the BMW i3 first received the “Green Steering Wheel” for being the “best new environment-friendly car” in 2013, even before its market launch. In the meantime, the BMW i3 (combined fuel consumption: 0.0 l/100 km, combined CO₂ emissions: 0 g/km) has taken to the road to demonstrate its qualities. With locally emissions-free driving pleasure and highly efficient power consumption, a pioneering design and intelligent connectivity, it impressed the jury of experts in a series of intensive practical tests. They selected the BMW i3 as the winner of the 2016 “Golden Steering Wheel” in the “Alternative Drives” category, with the award presented yesterday at a festive gala held at the Axel Springer publishing house in Berlin.

First awarded in 1976, the “Golden Steering Wheel” is one of the most prestigious awards in the European automotive sector. Now in its 41st year, the competition initially involved 36 current models being voted on by magazine readers in Germany and 20 other European countries. The BMW i3 finished first in its category in all 21 countries. The 21 reader favourites were then put to the acid test by a jury of specialists that included racing drivers, designers, technicians, digital experts, editors-in-chief and readers. Based on extensive test drives and detailed comparisons, the 57-strong international panel then went on to select award winners in each of the six categories, with “Alternative Drives” being introduced as a category for the first time this year. Here again, the BMW i3 was the clear winner, receiving the highest score from five out of the seven groups of experts.

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* The fuel economy data are determined on the base of the EU-test cycle, contingent upon the tires.

BMW

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Having now been on public roads all over the world for three years, the BMW i3 demonstrates how purely electrically powered and therefore locally emissions-free mobility can be combined with hallmark brand driving pleasure. Ever since its market launch, the BMW i3 has been the world’s most successful electric vehicle in the premium compact segment. In Norway, for example, the BMW i3 has been the top-selling vehicle of the entire BMW model range since 2015. In Germany its market share for this year to date is 20.2 per cent. Globally, almost 85% of BMW i3 customers are new to BMW.

In combination with resource-friendly materials and production techniques, the car’s model-specific features make for a holistic sustainability concept that won the “Green Steering Wheel” early on, along with numerous other awards, and the model still remains unique in the automotive sector to this day. At its market launch, the BMW i3 was the first vehicle with a TÜV-certified lifecycle assessment that is at least one third better than that of automobiles powered and produced in the conventional manner.

The expertise gained in the development of BMW i automobiles is now used for technology transfer to the core BMW Group brands. In addition to the use of CFRP in the body structure of the new BMW 7 Series, this is particularly reflected in the integration of eDrive technology in the BMW iPerformance models with plug-in hybrid drive. After the BMW iPerformance models of the BMW 2 Series Active Tourer, the BMW 3 Series Sedan, the BMW X5, the BMW 7 Series and the BMW X1 xDrive25Le iPerformance developed exclusively for the Chinese automotive market, the new BMW 5 Series Sedan with plug-in hybrid drive will also be launched in the spring of 2017. The first plug-in hybrid model of the MINI brand is due to follow in 2017.

Consistent progress in the area of eDrive technology further increases the appeal of the BMW i3. The BMW i3 (94 Ah) with extended battery capacity (combined fuel consumption: 0.0 l/100 km; combined power consumption: 12.6 kWh/100 km; combined CO₂ emissions: 0 g/km) achieves a range of up to 200 kilometres in everyday conditions and a range of up to 300 kilometres in the standard cycle. This surpasses the BMW i3 (60 Ah) – which is still available - by more than 50 per cent.

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For further details on official fuel consumption figures, official specific CO₂ emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO₂ emissions and power consumption of new cars", available at all sales outlets, from Deutschen Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. ManualCO₂ (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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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