



Press release  
27 September 2019

## **The new BMW 3 Series blazes a trail for design and connectivity.**

**Five wins for BMW in readers' polls conducted by the magazines auto, motor und sport and Moove – Latest BMW 3 Series Sedan and BMW 3 Series Touring premium mid-size models scoop Autonis 2019 prize for the year's most attractive new car designs and the Car Connectivity Award for the best in-car connectivity technology – BMW Live Cockpit ConnectedDrive, Driving Assistant Professional and Bowers & Wilkins Diamond Surround Sound System also finish top of their categories.**

**Munich.** The new BMW 3 Series range has once again raised the bar for sports performance in the premium mid-size segment with its superior powertrain and chassis technology. The latest-generation BMW 3 Series Sedan and BMW 3 Series Touring models are also built to excite with their new and extremely precise – yet still recognisably BMW – styling and their cutting-edge innovations in the areas of control/operation, driver assistance systems and connectivity. Indeed, their attractive design and advanced connectivity technology helped the sporty Sedan and dynamic, elegant Touring to secure a brace of wins in readers' surveys recently conducted by the motoring magazines auto, motor und sport and Moove. The BMW 3 Series was judged to be the best new car design of the year, earning it the Autonis 2019 award. It also led the way in the Car Connectivity Award's blue-riband discipline, claiming the title of best-connected car in the Connected Cars category.

BMW picked up three more accolades in this year's edition of the Car Connectivity Award. In a poll of the magazines' readers, the BMW Live Cockpit Professional, the Driving Assistant Professional package and the Bowers & Wilkins Diamond Surround Sound System each took top spot in their respective categories. The

\* All figures relating to the performance, fuel/electric power consumption and CO2 emissions are provisional.

The figures for fuel consumption, CO2 emissions and power consumption are calculated based on the measurement methods stipulated in the current version of Regulation (EU) 2007/715. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration. The figures have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on fuel consumption, CO2 emissions and power consumption of new cars", available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



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winning systems already enhance driving pleasure, safety and comfort in several of the brand's model ranges. The prizes were presented yesterday at an awards ceremony in Stuttgart.

## **Captivating design, progressive connectivity: a double success for the new BMW 3 Series.**

The design of the new BMW 3 Series is a modern take on the sporting elegance for which BMW is renowned, and winning the Autonis 2019 delivers striking evidence of how much it appeals to popular taste; with 32.3 per cent of the votes, the new BMW 3 Series was the clear winner in its class. This was the 14th time a readers' vote had decided the Autonis winners. More than 13,700 readers of auto, motor und sport took part in the latest poll and were asked to choose their favourites from 100 new models spanning ten vehicle classes.

The Car Connectivity Award is also put to a public vote, with over 12,000 readers of auto, motor und sport and Moove participating in its sixth edition. Standout systems and technologies from BMW in the areas of connectivity, navigation, driver assistance and audio attracted the most votes in four of the eleven categories. The new BMW 3 Series was victorious in the Connected Cars category, taking 35.7 per cent of the votes. The new BMW 3 Series Sedan was the brand's first new model to be offered with the BMW Intelligent Personal Assistant as an option. And the new BMW 3 Series range also offers an exceptional array of online-based functions for increasing comfort and convenience, safety and driving pleasure – from Real Time Traffic Information, On-Street Parking Information, hazard warning, BMW Online services, Remote Services and the BMW Digital Key to the seamless interaction between the car and the driver's digital devices via BMW Connected.

## **BMW also collects awards in the Navigation, Safety and Sound categories.**

The BMW Intelligent Personal Assistant is part of the BMW Live Cockpit Professional system, which was judged to be the best new



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product in the “Navigation systems” category with 33.5 per cent of the votes. As well as connected navigation and the BMW Intelligent Personal Assistant, this equipment feature also includes the new BMW Operating System 7.0 – which comprises a fully digital screen grouping made up of the instrument cluster and Control Display, plus customisable graphics. It also enables multimodal operation via the touchscreen display, iDrive Controller, steering wheel buttons or voice and gesture control.

In the “Safety assistance systems” category, the Driving Assistant Professional package was crowned the readers’ favourite with 29.6 per cent of the votes. Its range of functions includes Active Cruise Control with Stop & Go function, the Steering and lane control assistant, the Lane Keeping Assistant with active side collision protection, the Evasion Assistant, Cross Traffic Alert, road priority warning, wrong-way warning and the reversing assistant. The latest version of the Driving Assistant Professional now also features real-time 3D visualisation of the surrounding area using graphics in the instrument cluster, plus – depending on the model – the Lane Change Assistant. It therefore represents the state of the art in driving assistance systems and helps the BMW Group to pave the way for automated driving.

In the “Sound systems” category, the Bowers & Wilkins Diamond Surround Sound System – available for the BMW 5 Series, BMW 6 Series, BMW 7 Series, BMW 8 Series, BMW X5, BMW X6 and BMW X7 – accounted for every second vote cast. Boasting a fully active ten-channel amplifier, dynamic equalizing, as many as 20 partly illuminated speakers and up to 1,508 watts of music power (depending on the model specified), the system delivers a beautifully precise and multifaceted acoustic experience whose pristine quality can be enjoyed from all seats in equal measure.



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The fuel consumption, CO<sub>2</sub> emissions, electric power consumption and electric range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO<sub>2</sub> emissions, the CO<sub>2</sub> values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO<sub>2</sub> emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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## The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

# **BMW**

## **Corporate Communications**



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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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