



Media information  
19 November 2025

**BMW enjoys sweeping success at prestigious German awards events: "Golden Steering Wheel" for BMW iX3 and BMW M5 Touring from "Auto Bild" and "Bild am Sonntag". Plus: Nine awards make BMW the outstanding manufacturer in "Auto Zeitung" readers' poll.**

+++ BMW iX3 awarded "Golden Steering Wheel" for "Best Innovation" +++ BMW M5 Touring wins in the "Upper/Luxury Class" category +++ "Auto Trophy" awards from "Auto Zeitung": BMW victories across the entire product range – from compact to luxury class +++ Readers once again vote BMW "World's Best Brand" +++

**Munich.** BMW models have achieved outstanding results at two prestigious German awards events. The BMW iX3 (BMW iX3 50 xDrive: energy consumption, combined: 17.9–15.1 kWh/100 km (WLTP); CO<sub>2</sub> emissions, combined: 0 g/km (WLTP); electric range: 679–805 km (WLTP); CO<sub>2</sub> class(es): A)\*\* – the first Neue Klasse model – won the "Golden Steering Wheel" as the "Best Innovation" of 2025. Another one of the "Golden Steering Wheels" awarded by German "Auto Bild" and "Bild am Sonntag" went to the BMW M5 Touring (energy consumption, weighted, combined: 18.1–17.6 kWh/100 km and 5.3–5.0 l/100 km (WLTP); CO<sub>2</sub> emissions, weighted, combined: 119–114 g/km (WLTP); CO<sub>2</sub> classes: with discharged battery G, weighted, combined D–C; fuel consumption with discharged battery: 10.9–10.7 l/100 km (WLTP))\*\*,<sup>1</sup>, which effortlessly took the win in the "Upper/Luxury Class" category. The readers of German "Auto Zeitung" likewise considered BMW models superior. They voted for BMW vehicles as overall champions in no fewer than eight vehicle classes. The victorious models range from the BMW 1 Series to the BMW 5 Series, from the BMW iX1 to the BMW X5. Vehicles powered by conventional internal combustion engines were as successful as battery-electric models like the new BMW iX3. In addition, BMW defended its title of "World's Best Brand".

"We offer our customers the ability to choose from a full range of exciting products across all segments, with all types of powertrains. The prestigious 'Golden Steering Wheel' and 'Auto Trophy' awards are a clear validation of our strategy, our products and the appeal of our brands," said Oliver Zipse, Chairman of the Board of Management of BMW AG. "Since its world premiere in September, the BMW iX3 has been a sensation: pre-orders are even exceeding our high expectations,



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demonstrating an extraordinary level of customer interest. The fact that the BMW iX3 has now won two of Germany's most prestigious automotive awards, even before its official market launch, underscores the pioneering role and the uniqueness of the BMW iX3."

### **"Golden Steering Wheel" – 49 years of honouring the most significant new vehicle models.**

The "Golden Steering Wheel" is awarded by German "Auto Bild" car magazine and German weekly newspaper "Bild am Sonntag", both published by Axel Springer SE. It counts among the most prestigious accolades of the European automotive industry. First presented in 1976, these annual awards honour outstanding new vehicles released on the German market. The nominations for the 49th iteration of the event comprised 72 new models from 2025. Based on readers' votes, three models in each vehicle class progressed to the finals at the German DEKRA-Lausitzring race track. Here, the top competitors faced a jury of race car drivers, industry experts and motor journalists from "Auto Bild" and "Bild am Sonntag". Following comprehensive tests, the jurors awarded points ranking the vehicles' everyday usability, quality, sustainability, powertrains and driving characteristics. Value for money and efficiency also formed part of the assessment.

### **Motor journalists award BMW iX3 "Golden Steering Wheel" as "Best Innovation".**

The 2025 IAA Mobility show in Munich saw the world premiere of the new battery-electric BMW iX3 – the first Neue Klasse vehicle. The new BMW iX3 establishes a new design language and sets standards for driving dynamics and performance. A range of up to 805 kilometres, battery charging at up to 400 kW and a consumption of just 15.1 kWh/100 km (WLTP) demonstrate the outstanding abilities of the new BMW iX3. Other highlights include the BMW Panoramic iDrive, which combines four central elements into one powerful unit. With the high-performance Heart of Joy central computer and BMW Dynamic Performance Control, the new BMW iX3 takes driving pleasure to an unprecedented level. That was also the motor journalists' assessment as they awarded the BMW iX3 the "Golden Steering Wheel" for "Best Innovation", thus



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adding to the large BMW trophy collection. Since 2019, at least one of the coveted awards has gone to Munich every year.

### **Top score and class win for BMW M5 Touring.**

The BMW M5 Touring won the "Golden Steering Wheel" in the "Upper/Luxury Class". The performance car's third generation features a new M Hybrid powertrain that combines an exhilarating V8 engine with a BMW eDrive motor integrated into the transmission, for a system output of 535 kW/727 hp. With its versatile luggage capacity of 500 to 1,630 litres, the BMW M5 Touring offers even more everyday usability than a sedan – an advantage that was not lost on the jury. They also rated the performance model ahead of the other finalists in its class in all driving disciplines, as well as in terms of value for money and consumption. Overall, the BMW M5 Touring scored a higher points total than any other vehicle – of any class – in this year's "Golden Steering Wheel" contest.

### **"Auto Trophy": renowned award, historic success.**

German car magazine "Auto Zeitung" has presented its "Auto Trophy" awards since 1987, making this one of the German automotive industry's most established awards events. In 2025, there were around 400 models/brands in 18 classes to choose from, reflecting the wide range of vehicles available on the German market. Between 10 September and 21 October 2025, a total of 9,872 readers took part in the poll, registering their votes online or sending in ballot papers by mail. In the end, the magazine's readers awarded BMW and its vehicles a total of nine "Auto Trophies". Never before has a manufacturer been so successful in this established readers' poll. The result even surpasses the brand's very good achievement in 2024, when BMW garnered eight first places, and confirms that readers hold the current BMW model portfolio in very high esteem.

### **These are the classes where BMW models or the BMW brand came out on top:**

"Best Small Cars, City Cars & Compacts": **BMW 1 Series (15.7%)\*.**

"Best Medium Class": **BMW 2 Series Gran Coupé (19.4%)\*.**



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"Best Upper/Luxury Class": **BMW 5 Series (25.4%)\***.

"Best SUV between 30,000 and 60,000 euros": **BMW X3 (19.7%)\***.

"Best SUV above 60,000 euros": **BMW X5 (14.1%)\***.

"Best Electric Sedan": **BMW i5 (20.5%)\***.

"Best Electric SUV under 50,000 euros": **BMW iX1 (18.3%)\***.

"Best Electric SUV above 50,000 euros": **BMW iX3 (17.9%)\***.

"World's Best Brand": **BMW (22.1%)\***.

\* Share of votes cast.

### \*\* Consumption and emissions data:

The figures for fuel consumption, CO<sub>2</sub> emissions, energy consumption and range are for vehicles as offered on the German market. All data are based on the new WLTP test cycle. Energy consumption and emissions data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

<sup>1</sup> For plug-in hybrids: weighted, combined (EC AC charge weighted).

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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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