



Media information  
23 January 2026

**BMW M collects numerous awards in 2025.**

+++ Awards across a wide range of models +++ Popular with readers and expert juries alike +++ Outstanding result for BMW M5 Touring in Germany's "Golden Steering Wheel" event +++ Further awards for BMW M5 models +++ Prize-winning "BMW M Electrified" episodes +++

**Munich.** BMW M models impress customers worldwide and are equally recognised by expert juries and readers of leading automotive publications. Numerous awards received in 2025 underscore the strength and relevance of the BMW M performance and high-performance portfolio.

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>) achieved outstanding results in its first full year on the market. The model prevailed in the renowned "Golden Steering Wheel" competition organised by "Auto Bild" magazine and the Sunday paper "Bild am Sonntag" (both published in Germany). In this, the 49th iteration of the contest, the experts crowned the BMW M5 Touring the winner in its class, awarding it more points than any other vehicle of any class represented in the event. The high-performance model's third Touring generation features an 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 provides excellent everyday usability. This advantage was not lost on the jury, which also rated the high-performance model ahead of the other finalists in its class in all driving disciplines, as well as in terms of value for money and efficiency.

The readers of German "Auto Bild Sportscars" magazine honoured the BMW M5 models with the 2025 "Auto Bild Sportscars of the Year" award in the "Executive and Luxury Class" (BMW M5 Sedan: energy consumption, weighted, combined: 17.6–17.2 kWh/100 km and 5.0–4.8 l/100 km (WLTP); CO<sub>2</sub> emissions, weighted, combined: 114–108 g/km (WLTP); CO<sub>2</sub> classes: with discharged battery G, weighted, combined C; fuel consumption with discharged battery: 10.7–10.5 l/100 km (WLTP)\*\*,<sup>1</sup>). The readers' poll by "auto motor und sport" and "MO/OVE" (both published in Germany) focused on outstanding technology. 12,755 readers

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of these publications participated and chose the powertrain of the BMW M5 as the winner of the 2025 "Tech Award" in the "Most Innovative Plug-in Hybrids" category.

**Readers of car magazines clearly rank the BMW M3 at the top of its class.**

At the 2025 "Auto Bild Sportscars of the Year" awards, readers voted the BMW M2 (fuel consumption, combined: 10.2–9.7 l/100 km; CO<sub>2</sub> emissions, combined: 230–221 g/km (WLTP); CO<sub>2</sub> class: G) the winner in the "Compact Sportscars over 50,000 Euros" class and awarded the BMW X3 M50 (fuel consumption, combined: 8.3 l/100 km; CO<sub>2</sub> emissions, combined: 189 g/km (WLTP); CO<sub>2</sub> class: G) the top spot in the "SUVs up to 100,000 Euros" category. The uncontested number one in the "Compact Executive Class" was the BMW M3 CS Touring (fuel consumption, combined: 10.5 l/100 km; CO<sub>2</sub> emissions, combined: 238 g/km (WLTP), CO<sub>2</sub> class: G). Since the start of 2025, this car has combined motor racing DNA and everyday usability more successfully than ever before. The magazine's editors concluded that when it comes to performance, all roads lead to the BMW M3 CS Touring.

The BMW M3 also left its competitors behind in the "Sedans and Estate Cars up to 100,000 Euros" class of German "sport auto" magazine's readers' poll. Garnering 39.7 per cent of the votes, it took the 2025 "sport auto Award". Equally successful in the 33rd iteration of this competition was the BMW Z4 M40i (fuel consumption, combined: 8.7 litres/100 km; CO<sub>2</sub> emissions, combined: 197–195 g/km (WLTP); CO<sub>2</sub> class: G) with manual transmission, winning in the "Convertibles and Roadsters up to 100,000 Euros" class.

**Silver and Bronze "OttoCars" for "[BMW M Electrified](#)" at "AutoVision Awards".**

Electrification is a long-established part of the BMW M model portfolio, represented by vehicles such as the BMW M5 plug-in hybrid or the battery-electric BMW i4 M60 xDrive Gran Coupé (energy consumption, combined: 20.9 kWh/100 km (WLTP); CO<sub>2</sub> emissions, combined: 0 g/km (WLTP); electric range: 433–551 km (WLTP); CO<sub>2</sub> class: A). Like everything at BMW M, this technology is deployed with the aim of testing the limits of what can be achieved – and moving them into new territory through innovation. Communications campaigns inform customers of the latest electrified products. In this context, the "BMW M Electrified" webisodes (produced by ATTIC Film) were particularly successful. A jury composed of film

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and multimedia producers, marketing and advertising experts and media representatives honoured the series during the IAA Mobility 2025 in Munich (Germany) by awarding it the "Silver OttoCar" trophy. In addition, the jury was so impressed with the series' major impact on the brand that it also awarded "BMW M Electrified" the "Bronze OttoCar" trophy in the "Brand Image" category. The "AutoVision Awards" are organised by "Filmservice International". They recognise outstanding corporate films and advertising productions in the automotive and mobility sectors and are among the industry's most coveted prizes.

### **\*\* 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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