



FIPA awards BMW Series 7 as Automobile of the Year 2016.

The Inter-American Federation of Automobile Press (FIPA) held a ceremony for the fifth consecutive year in order to grant the “FIPA Automobile of the Year” award. This time, the completely new BMW Series 7 had the honor of receiving the award which was granted during the Autoshow in Detroit, one of the most important automobile events in this continent.

This award was granted by the vote of automobile-specialized journalists that participated in the poll and who come from the entire American continent: United States, Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Dominican Republic, Puerto Rico, Colombia, Bolivia, Venezuela, Peru, Ecuador, Brazil, Argentina, Chile, Uruguay, and Paraguay.

BMW Serie 7 is the flagship of the sixth generation of the brand and, once again, it is setting a standard for luxury performance and offering the highest driving refinement level in the Premium category.

BMW takes advantage of the generational change of its top class model and presents a series of unrivalled innovations in the market focused on 4 main topics: **BMW EfficientDynamics**, Functionality, Well-being and Comfort, and Design.

The 2016 BMW Serie 7 sets a new parameter in lightweight design, driving dynamics, comfort, smart connectivity and intuitive operation. The BMW Efficient Lightweight concept allows the new BMW Series 7 reducing its weight by 130 kilograms in comparison to the previous model.

Among other technological innovations of this product, we may point out an inside space with **Carbon Core** technology which is the key element of the body structure for the wide usage of carbon-fiber-reinforced polymer (CFRP) and the strategic application of a light design to reduce the weight and increase both the general torque and the flexural strength. It has the most recent and pioneering technologies of BMW such as Gesture Control, Wireless Charging and Display Key. The Active Kidney Grille will also be available for the first time in the USA, just to mention some of the many features of this model.

“We are very proud that the FIPA has granted us this award since the integration of so many and diverse criteria was in consensus to choose BMW Series 7 is the clear evidence that we are going the right way, developing the best vehicles and satisfying the dreams of the consumers”, said Rolf Epp, BMW Group’s CEO for Latin America and the Caribbean.

It is worth saying that this is not the first time that the Bavarian brand is granted with this award since BMW was also named “Automobile of the Year” in 2015 with the BMW M4 model.

Furthermore, the federation also nominated BMW i3 in the category of hybrid vehicles and BMW X5 Active Hybrid in the Hybrid SUV segment.

About BMW Group

With its three brands: BMW, MINI and Rolls-Royce, BMW Group is the leading Premium vehicle and motorcycle manufacturer and also provides financial services and mobility products of the highest quality. Since it is a global company, BMW Group operates 30 manufacturing and assembling sites in 14 countries and has a global sales network in over 140 countries.

Compañía
BMW de México, S.A. de C.V.

Dirección

Paseo de los Tamarindos No.100 Piso 5
Col. Bosques de las Lomas
05120 México D.F.

Teléfonos

52 (55) 9140 2357
Fax: 52 (55) 9140 8761

Email

bernardo.vazquezmellado@bmw.com.mx

Internet

www.bmw.com.mx



During 2015, BMW Group sold approximately 2 million 247 thousand vehicles and about 137 thousand motorcycles worldwide. The earnings before taxes for the year 2014 were approximately 8.71 billion Euros on income totaling 80.4 billion Euros. On December 31, 2014, BMW Group had a workforce comprising 116, 324 employees.

BMW Group's success has always been based on the long-term thought and responsible actions. Therefore, the company has established ecological and social sustainability throughout the chain of value, responsibility on products and a clear commitment to preserve resources as part of its whole strategy.

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