

BMW Group

Corporate Communications

Press Information
23 February 2011

The new BMW 5 Series: An elegant, safe, dynamic, efficient and globally successful model.

A perfect start into the upper midrange class – already more than 70 international awards for the new BMW 5 Series – the series of international successes includes the “red dot design award” and the title “Germany’s Favourite Car”, best results in European, US-American and Australian NCAP crash test as well as “Car of the Year” awards in the UK, Portugal, India, Thailand, Mexico, New Zealand and numerous other countries – the spring of 2011 will see an even more diverse and attractive model range thanks to additional variants featuring BMW xDrive and eight-speed automatic transmission with Auto Start Stop function.

Munich. At the proving ground it immediately left the competition standing and is also right up front when it comes to public popularity. During its first year, the new BMW 5 Series got off to a perfect start and is continuing unabatedly with its success story in 2011. Commanding victories in comparison tests carried out by well-known specialised media, best marks in the analyses performed by independent experts with regard to design, safety and value stability as well as an unparalleled flood of accolades in the latest reader surveys at home and abroad characterise the impressive start-up phase, which began with the market launch of the BMW 5 Series Sedan in March 2010.

The outstanding desirability and popularity of the BMW 5 Series is also reflected in the sales figures. Demand was additionally boosted with the launch of the new BMW 5 Series Touring. Since October 2010, the BMW 5 Series has been global market leader in the premium segment of the upper midrange class. During the course of 2010, a total of 211,968 vehicles of the BMW 5 Series were sold worldwide, this representing an increase of 22.6 percent over the previous year. In the spring of 2011, diversity of the BMW 5 Series model range will be extended yet again. Intelligent four-wheel drive technology BMW xDrive can now be combined with three engine variants featured in the BMW 5 Series Sedan and it will shortly be introduced in the BMW 5 Series Touring. The new models BMW 535i xDrive, BMW 530d xDrive and BMW 530d xDrive Touring are fitted as standard with an eight-speed automatic transmission including Auto Start Stop function.

Firma
Bayerische
Motoren Werke
Aktiengesellschaft

Postanschrift
BMW AG
80788 München

Telefon
+49 (0) 89 382
20961

Internet
www.bmwgroup.com

The BMW 5 Series is “Germany’s Favourite Car”, has gained “Car of the Year” awards from the UK, Bulgaria, Mexico, Thailand and New Zealand, completed both the US NCAP and the Euro NCAP crash test as the safest vehicle in its class and received, among other awards, numerous prizes for



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design. No other model caused such a sensation on international automotive markets in 2010 as the new BMW 5 Series. On the basis of the car's qualities and enormous popularity, market observers are already predicting that it will retain a high level of value stability, for which reason the new BMW 5 Series is listed as "Value Champion 2011" in the rankings published by the trade magazine "Auto Bild".

Recently, the USA's "2010 GOOD DESIGN Award" was added to the list of accolades. The jury consisting of international design experts presented the award for the authentic transfer of vehicle characteristics to the design of the BMW 5 Series Sedan. In the BMW brand's homeland, the BMW 5 Series' captivating aesthetics had already been honoured with the "red dot award", the "iF Product Design Award" and the "Design Prize of the Federal Republic of Germany". Furthermore, the BMW 5 Series Sedan received the "Design Award" from the "Auto Bild" and the "Design Trophy" from the "Auto Zeitung" magazine.

With its sporty and elegant styling, brand-typical driving pleasure and a myriad of technological innovations, the new BMW 5 Series has secured top positions in numerous international rankings established by independent institutes, trade associations and based either on a decision made by a jury of experts or a public survey. For example, the BMW 5 Series was chosen as "Germany's Favourite Car" across all classes in the "Gelber Engel" competition held by the German Automobile Association ADAC. Readers of the trade magazine "auto, motor und sport" voted it the winner in its vehicle category in the search for the "best cars of 2011". The BMW 5 Series also proved to be the public favourite in the readers' voting conducted by the "Autorevue" in Austria and successfully competed for the "Grand Austrian Automobile Prize", after being voted winner as the result of the jury's decision and a readers' survey. In the Netherlands, the new BMW 5 Series was chosen as the "Most wanted business car" and as winner of the "Autoweek Satisfaction Award". In France, it was voted "Premium Car of the Year" by the "Argus Magazine".

Immediately following the market launch, numerous honours were bestowed on the new BMW 5 Series in other European countries as well. In the UK, the new BMW 5 Series received, inter alia, the "Business Car Award" and was voted "Business Car of the Year". The BMW 530d Touring was presented with the "Car of the Year Award" by the renowned magazine "What Car?" and the Association of Scottish Motoring Journalists nominated the BMW



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530d "Scottish Diesel Car of the Year". Furthermore, the BMW 5 Series Gran Turismo was voted "Executive Car of the Year" within the framework of the "Professional Driver COTY Awards". The magazines "Fleet World" and "Auto Express" both voted the BMW 5 Series "Best Executive Car". The BMW 5 Series Sedan also won the title "Car of the Year" in Portugal, where the magazine "AutoSport" evaluated the decision made by journalists from different media. Moreover, readers of the Portuguese magazine "AutoHoje" nominated the sedan class winner in the competition "Best Cars 2010".

The new BMW 5 Series gained further titles at the nomination of the "Top Player 2010" by the Polish "Fleet Magazine", in the competition "Company Car 2010" in the Czech Republic, at the presentation of the "Innovation Award" by the Hungarian magazine "autopult" and at the "Auto Bild" readers' nomination for the "Golden Lenkrad" in Bulgaria and Romania. Bulgarian motoring journalists also voted the BMW 5 Series Sedan "Car of the Year" and the BMW 5 Series Touring has meanwhile been chosen as "Family Car of the Year" both by the Bulgarian and the Romanian edition of the "Top Gear" magazine. The BMW 5 Series Touring was also successful in the readers' vote held by the Slovak "Auto Magazine" in this category. In addition, the Slovak lifestyle magazine "Zivot" nominated the BMW 5 Series "Best looking car of the year". With the "Golden Klaxon Award" and the title "Best Business Car", the new BMW 5 Series was also able to win two significant accolades in Russia.

A multitude of further awards on different continents is proof of the BMW brand's international reputation and the global popularity of the new BMW 5 Series. For example, on its way to worldwide success, the BMW 5 Series was awarded the title "Best Saloon Car of 2011" by the "Auto Magazine" in Israel and presented with the "Superbrands Award" in Nigeria. The BMW Series was voted "Premium Car of the Year" both at the "Car India Award 2011" and at the "Business Standard Motoring Award". Furthermore, in India the title "Premium Automobile of the Year" was awarded by the TV magazine "CNBC Overdrive" and the prize for "Best Design and Styling" within the framework of the "Bloomberg-UTV Autocar Award" was also bestowed on the new BMW 5 Series. The "NDTV Car Award 2011" was given to the BMW 5 Series as the "Premium Sedan of the Year", at the "Economic Times Zigwheels Award 2011" it was voted "Luxury Prestige Sedan of the Year" and "Best Executive Car of the Year" at the "Top Gear Award 2011" in India. In Mexico, the BMW 5 Series Sedan was honoured as "Best Luxury Sedan" by the station "Autoshow TV" and in Brazil, the BMW 5 Series was presented



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with the “Best Car Award” by the magazine “Carro” as well as the title “Best Imported Car” by the “Car Magazine”. The Australian magazine “Drive” voted the BMW 535i “Car of the Year”, in New Zealand the same title was given to the entire BMW 5 Series.

The new BMW 5 Series was able to win a particularly large number of awards on the East Asian automotive markets. These include for example double victory at the “Car of the Year Award” and the “Automotive Quality Award” in Thailand, first place in the automobile ranking in the competition “Hit Products” of the “Herald Business Newspaper” in Korea and the “Autocar ASEAN Award” in Malaysia. In Indonesia, the BMW 5 Series was up front both at the “Auto Bild Indonesia Award” and the “Top Gear Indonesia Award”. In Singapore, the car won the award given by the newspaper “The Straits Times” in the class “Executive Sedan”. Furthermore, the online magazine “OneShift.com” voted the BMW 535i “Car of the Year”. A further “Car of the Year Award” was presented in Taiwan to the BMW 5 Series Sedan. In Hong Kong, the BMW 5 Series seized six significant awards at once. It was voted “Executive Sedan of the Year” by the magazine “Top Gear”, “Best Executive Sedan” by “Automobile Magazine” and “Best of European Executive Sedan” by “Car Plus Magazine”. In addition, the “JessiCar Award 2010”, the “COTY Gran Prize” and the title “Editor’s Choice – The Best of Executive Sedan 2010” went to the new BMW 5 Series.

The series of internationally most significant awards is completed by outstanding results in a multitude of discerning and renowned safety tests. The new BMW 5 Series completed the Euro NCAP, the US NCAP and the Australian NCAP crash tests with the best mark of 5 stars. In fact, the BMW 5 Series Sedan is the very first car to achieve a 100 percent rating in the category safety features in the Euro NCAP crash test. Moreover, it is one of the first vehicles to receive a special award given by Euro NCAP experts for the enhanced emergency call with automatic positioning and information on the severity of the accident.

The new BMW 5 Series Sedan also coped with the US NCAP crash test in a special way. It is the first car to receive at first go the highest rating of 5 stars in the further significantly tightened test procedure of the US-American National Highway Traffic Safety Administration (NHTSA). Furthermore, the new BMW 5 Series was honoured in the USA with another accolade for outstanding occupant protection. The Insurance Institute for Highway Safety



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(IIHS) voted the car “Top Safety Pick” based on best ratings in all test categories.

The new BMW 5 Series was also successful in setting the benchmark for safety on the Australian and Asian automotive markets. In the Australasian NCAP crash test, the BMW 5 Series Sedan obtained the best result ever achieved in this vehicle class. In New Zealand as well, independent experts honoured the excellent level of occupant protection. At the “AA Motoring Excellence Awards”, the New Zealand automobile club AA (Automobile Association) nominated the new BMW 5 Series safest vehicle of the year.

For questions please contact:

Suzana Kolundzic, Product Communication BMW Automobiles
Phone: +49-89-382 27578, Fax: +49-89-382 20626

Dirk Arnold, Head of Product Communication BMW Automobiles
Phone: +49-89-382 12325, Fax +49-89-382 20626

Media Website: www.press.bmwgroup.com
E-mail: presse@bmw.de

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group's global sales volume for the 2010 financial year amounted to approximately 1.46 million automobiles and over 98,000 motorcycles.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

