



Media Information  
11 April 2016

## **Two million vehicles sold: The BMW 5 Series is the world's most successful business model.**

**Bestseller for six years and regular winner of reader and expert polls.**

**Munich.** With more than two million vehicles sold, the current BMW 5 Series sets new benchmarks in the premium business segment. Since its market launch in 2010, the sixth generation of the BMW 5 Series has been best in class in terms of design, driving dynamics and efficiency. As a result, it has become the most successful BMW 5 Series generation to date, also clearly leading the world's bestseller lists in the segment for the last six years. Compared with the previous generation, sales of the current BMW 5 Series have even risen by more than 42 percent.

### **The BMW 5 Series is in demand worldwide.**

Since the start of production in 1972, a total of more than 7.5 million vehicles of the sixth-generation BMW 5 Series have been sold. Therefore, this series is one of the decisive factors in BMW's success story. Moreover, for six years now, the current generation of the BMW 5 Series has been the market leader in the premium business car segment. Last year alone, more than 347,000 customers worldwide opted for a BMW 5 Series Sedan, a BMW 5 Series Touring or a BMW 5 Series Gran Turismo.

The series owes its extraordinary popularity partly to the wide range of engines. A broad spectrum of powerful and efficient four, six and eight-cylinder petrol and diesel engines are available for the BMW 5 Series. It ranges from the BMW 518d (combined fuel consumption: 4.7- 4.3 l/100 km; combined CO<sub>2</sub> emissions: 124-114 g/km)\* to the extremely dynamic M5 Sedan delivering 412 kW/560 hp (423 kW/575 hp with Competition Package, combined fuel consumption: 9.9 l/100 km; combined CO<sub>2</sub> emissions: 231 g/km)\*. Furthermore, the BMW 5 Series is optionally available either with rear-wheel drive or with BMW xDrive intelligent four-wheel drive. With the comprehensive range of BMW ConnectedDrive features and unique services such as Intelligent Emergency Call with Accident Severity Recognition, the BMW 5 Series also sets standards in terms of vehicle networking.

### **Numerous awards for the BMW 5 Series.**

The international esteem and success enjoyed by the current BMW 5 Series are

**Firma**  
Bayerische  
Motoren Werke  
Aktiengesellschaft  
**Postanschrift**  
BMW AG  
80788 München

**Telefon**  
+49-89-382-24360

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)

\* Fuel consumption figures based on the EU test cycle, depending on selected tyre size



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also underscored by the large number of distinctions and awards it has gained during the last six years. For example, the BMW 5 Series won the reader's poll "BEST CARS 2016" conducted by "auto motor und sport" and was able to win this award in the category "Upper Midrange" for the sixth time in succession. The BMW 5 Series was also similarly successful in the readers' poll "Auto Trophy" conducted by the "Auto Zeitung". Furthermore, the BMW 5 Series was honoured with numerous design prizes such as the "red dot award", the "iF Gold Award", the "Good Design Award" and the Design Prize of the Federal Republic of Germany. Renowned market researchers from J.D. Power and Associates have confirmed the high quality of the BMW 5 Series. The premium value, reliability and outstanding ergonomics offered by the BMW 5 Series were honoured in the "Initial Quality Study". Moreover, the BMW 5 Series also came first in the "APEAL" study, in which customers assess the performance and design of their new car.

**Manual on fuel consumption and CO<sub>2</sub>emissions:**

For further details on official fuel consumption figures, official specific CO<sub>2</sub>emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. ManualCO<sub>2</sub> (PDF - 2.7 MB)

**In the event of enquiries please contact:**

Bernhard Santer, Product Communications BMW Automobiles  
Phone: +49-89-382-24360, Fax: +49-89-382-20626

Ralph Huber, Product Communications BMW Automobiles  
Phone: +49-89-382-68778, Fax: +49-89-382-20626

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

## **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.



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In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

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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