**MEDIA RELEASE**

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BMW i3 wins two key awards at the Cars.co.za Consumer Awards.

**Midrand.** Almost a year after its market launch in South Africa, the BMW i3 was presented with two awards at the Cars.co.za Consumer Awards hosted in Johannesburg yesterday. The BMW i3 was awarded with Design of the Year and Game Changer of the Year awards.

The credentials for winner of Design of the Year were, according to Cars.co.za, manufacturers who brought fresh thinking to their respective segments and demonstrated innovation.

While the winner of the Game Changer of the Year category was one whose impact on the new vehicle market was either increasing sales volumes, introducing new technology, improving brand perception or simply representing a vast product improvement. Judges selected the finalists in this category from all the new vehicles that were launched in the South African market during 2015. The Cars.co.za Consumer Awards recognises nine vehicles that represent the best-considered new purchases in their respective categories of the South African new vehicle market and names three special category winners: Game Changer, Design and Brand of the Year.

The BMW i3 represents the BMW Group’s first volume-produced model driven purely by electric power and introduces a new era of mobility for urban dwellers looking for alternative mobility solutions.

Since its international market launch in November 2013, the BMW i3 has established itself at the pinnacle of its segment worldwide. In the listings of the most popular electric vehicle (EV) models, the BMW i3 occupies third place world-wide. It is the world’s first premium car conceived from the outset to incorporate an all-electric drive system.

A crucial element within the success story of the BMW i3 has been that it is the only EV worldwide with an optional Range Extender (REX). Since market launch in March 2015, 83 BMW i3's have been sold in South Africa. Internationally, a total of 24,057 BMW i3s were handed over to customers in 2015. In its mission to deliver driving pleasure in urban areas, the new BMW i3 has come up with the perfect package.

The BMW i3 battery electric vehicle (BEV) offers a range of up to 160 kilometres, while the BMW i3 with the range extender (REX) offers a range of up to 300 kilometres.

In 2014 the BMW i3 was named the 2015 Green Car of the Year by the Green Car Journal at the 2014 Los Angeles Auto Show. The evaluation by Green Car Journal was based on BMW i3’s zero emissions at the point of use, its innovative lightweight design and the high percentage of sustainably produced materials in its production process.

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**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.

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 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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