



Press Release
November 2013

BMW i3, BMW X5 and BMW 3 Series win "Auto Trophy 2013" awards.

BMW once again gains three distinctions in the "Auto Zeitung" reader's vote - the BMW i3 and BMW X5 win awards immediately after their market launch, while the BMW 3 Series defends its title from the previous year.

Munich. All good things come in threes: BMW picked up three titles at the "Auto Trophy 2013" - and did so for the third time in succession. This year's winning trio that impressed readers of the automobile magazine "Auto Zeitung" were the BMW 3 Series, the BMW i3 and the third generation of the BMW X5, all of which attracted the most votes in their respective category. The winners were announced yesterday at a festive award ceremony held at the "Classic Remise" in Düsseldorf. TV presenter Judith Rakers and "Auto Zeitung" editor-in-chief Volker Koerdt presented the three trophies to Dr. Ian Robertson, BMW AG Director of Sales and Marketing, and Dr. Herbert Diess, BMW AG Director of Development.

The BMW 3 Series was able to defend its title from last year, being voted once again by "Auto Zeitung" readers as the most popular mid-range automobile. Now available as a sedan, a Touring and a BMW 3 Series Gran Turismo, this latest prize means the model continues its impressive series of prestigious distinctions and comparative test achievements. More than ever before, the BMW 3 Series has come to embody the very essence of driving pleasure, elegant design, comfort and innovative technology in the premium segment of its vehicle category.

The list of winners also featured two new models made by the premium Munich-based automobile manufacturer which were launched on the market just a few days ago. The BMW i3 was quick to assert itself in the "Electric cars" category, while the new BMW X5 won in the category "SUV over 30,000 euros". Both models had already received distinctions just a few weeks beforehand at the "Golden Steering Wheel 2013" awards presented by "Bild am Sonntag" and "Auto Bild"

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The BMW i3 has now also impressed "Auto Zeitung" readers with its revolutionary vehicle concept and visionary design. It is the first ever premium automobile in the world designed entirely to be run on electricity only. BMW eDrive technology, a passenger cell made of carbon fibre reinforced plastic and numerous innovative driver assistance systems and mobility services ensure that the BMW i3 makes sustainable, locally emissions-free mobility an experience defined by characteristic BMW driving pleasure that is perfectly suited to everyday travel.

The new BMW X5 also holds a powerful fascination with its distinctive interpretation of Sheer Driving Pleasure. In its latest model generation, the Sports Activity Vehicle once again sets standards in driving dynamics within its competitive environment. The new BMW X5 also offers a range of other strong points including optimised weight, further enhanced efficiency, extended space, unique versatility and the luxurious ambience of its interior. And by winning an "Auto Trophy 2013" award, the new BMW X5 perpetuates the tradition of its predecessors: the latter also gained instant success in the "Auto Zeitung" reader's vote.

Now in its 26th season, over 103,000 "Auto Zeitung" readers took part in this year's vote. Favourites were selected in a total of 15 vehicle categories, with a total of 400 models to choose from. The excellent showing of current BMW models was likewise reflected in numerous top-3 rankings - these included the BMW 5 Series, the BMW X1 and the BMW 1 Series Convertible. The success of the BMW i8 in the "Sports car" category was especially impressive. The plug-in hybrid sports car does not go on sale until spring 2014, but the public at large are clearly already fascinated by the 2+2-seater's pioneering drive concept and its expressive, aerodynamically refined design. The BMW i8 was up against 29 conventionally powered competitors in its rating category and secured second place.



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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

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.

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