



Media Information
25 November, 2016

The BMW 7 Series is crowned Professional Driver Car of the Year 2016.

- The BMW 730Ld wins double at Professional Driver Awards 2016.

The BMW 730Ld Saloon has been crowned Car of the Year at the Professional Driver Car of the Year Awards 2016, while also taking the title of Chauffeur Car of the Year.

The BMW 7 Series was commended for its unrivalled mix of comfort, driver satisfaction, and outstanding features making it the ideal chauffeur car both for the driver and the driven. Its sheer quality and improved fuel consumption, along with an excellent manufacturer-backed chauffeur programme clinched the title.

Mark Bursa, Editor of Professional Driver magazine, said: "The new BMW 730Ld registered one of the highest average scores for any car we've ever seen in the history of the Professional Driver Car of the Year Awards. Factor in some impressively low running costs and some great manufacturer back-up, and you've got an exceptional car."

Richard Hudson, Sales Director for BMW UK, said: "To take home this prestigious award is a real honour. The BMW 7 Series has gone from strength to strength since its launch in 2015 and we hope this continues in the future."

The Professional Driver Car of the Year is chosen from the seven category winners, and the awards are announced at the Professional Driver Awards dinner in November. Each shortlisted vehicle undergoes rigorous testing by more than 80 judges, comprising of invited heads of leading chauffeur and private hire firms, experienced chauffeurs, as well as carefully chosen motoring editors and journalists.

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

BMW

United Kingdom

Corporate Communications

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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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