



Media Information
21 March, 2019

BMW GROUP UK TOPS 2019 FLEET AWARDS.

- Fleet News award BMW Group UK 'Fleet Manufacturer of the Year'. BMW 5 Series is 'Best Executive Car.'
- ExpertEye name BMW as 'Best Manufacturer'

BMW Group UK has been presented with two prestigious awards, just days apart, both recognising the company's commitment to an exceptional fleet and corporate customer experience.

Fleet News today named BMW Group UK 'Fleet Manufacturer of the Year', and BMW 5 Series 'Best Executive Car', with contract hire and leasing companies also voting BMW the 'Best Fleet Manufacturer' in the 2019 ExpertEye awards.

Fleet News Awards 2019

The Fleet News 'Manufacturer of the Year' award is voted for exclusively by fleet manager readers of the magazine, whose job titles are checked against the Fleet News database, and who are sent an access code allowing them to vote only once.

Stephen Briers, Editor-in-Chief, Fleet News said: "An ever-expanding model range has given BMW Group a car to compete in almost every segment. It continues to offer improved performance and reduced emissions across its ranges, with no adverse effect on driveability. Attractive BIK and running costs keep the brand at the top of fleet choice lists."

Judges praised the BMW 5 Series, describing it as 'by far the best driver's car in this category.' Winning the 'Best Executive Car' award, BMW 5 Series secured its victory thanks to competitive running costs and low CO2 emissions.

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ExpertEye Awards 2019

The ExpertEye award goes to the vehicle manufacturer that provides the best all round proposition to the fleet sector, and it is the fourth time BMW has won the coveted ExpertEye accolade.

ExpertEye is a leader in fleet and automotive research and benchmarking, and its bi-annual survey is seen as a key industry indicator by both the manufacturer and contract

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hire industry.

“Topping the category for best manufacturer once is an achievement, but for BMW to win it four times is phenomenal,” said ExpertEye’s chairman and founder, Rick Yarrow. “It’s not just about the quality of their vehicles - the award reflects their entire proposition to the fleet sector which is incredibly strong.

“As this award is based on independent feedback from the major leasing companies it is very sought-after, and BMW are worthy winners yet again.”

Speaking of the prestigious awards, Rob East, General Manager of Corporate Sales at BMW Group UK said: “It is a tremendous honour to receive two coveted awards from both Fleet News and ExpertEye, and a reflection of the importance we place on our customer-first strategy. We strive to ensure that every aspect of the BMW Group experience is befitting of our premium brands, and would like to thank all of our customers for voting.”

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The BMW Group

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

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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