



Media Information
14 January, 2021

BMW celebrates success at What Car? Awards 2021

- BMW celebrates five category wins at the What Car? Awards 2021
- 3 Series, 4 Series & 5 Series all successful, alongside BMW X5 and X6
- Nine 'Best Buy' category wins for BMW and a further two for MINI

BMW has kicked off 2021 by scooping an impressive number of wins at the 43rd annual What Car? Awards.

The BMW 3 Series, 4 Series and 5 Series were all recognised, as were the BMW X5 and X6, with a further nine awards for a range of models across the Best Buy categories, where MINI also snapped up two awards.

The BMW 330e secured the highly coveted Executive Car of the Year award, to add to the seven industry awards already collected in 2020.

Steve Huntingford, Editor, What Car?, said “The latest 3 Series has been our favourite executive car ever since it went on sale, but the specific magic of the plug-in hybrid 330e is in being all things to all drivers. It can run for up to 36 miles on electric power alone, which is enough for most commutes, but it's also great at shrugging off long motorway trips and displays an agility and sense of fun in corners that no rival can match”.

The recently launched BMW 4 Series won Coupé of the Year, with Huntingford praising the vehicle’s “perfectly balanced take on the dual nature that makes for a world-class sports coupé”, while the BMW 530e was named the title’s Luxury Car of the Year.

The BMW X5 xDrive 45e and X6 xDrive 30d were also successful, winning Luxury SUV of the Year and Coupé SUV of the Year respectively. Impressed with the X5 for its hybrid credentials, Huntingford commented, “When choosing a plug-in hybrid, it goes without saying that you want economy and cost-effectiveness, but if you don’t want to compromise on the finer things in life, the X5 xDrive45e is right up your street”.

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Huntingford also praised the BMW X6 for being class leading, writing “without the X6, it’s doubtful the coupé SUV class would even exist, and the latest version moves the game on again”.

The honours continued with BMW securing nine Best Buy wins across its range of models, including Best Family Car Interior for the BMW 1 Series, Best Plug-in Hybrid to Drive for the BMW 330e and Best Estate Car to Drive for the BMW 3 Series Touring. The BMW 5 Series Touring was recognised as Best Estate Car Interior, BMW 4 Series took home Best Performance Car for Value and the BMW iX3, the brand’s first fully electric SUV, took home Best Large Electric SUV.

Numerous BMW SAV models were also recognised, with the BMW X7 winning Best Luxury SUV for big families, Best Plug-in Hybrid interior for the BMW X5 and the X3 winning Best Sports SUV for families.

MINI also enjoyed another successful year, securing two Best Buy wins: Best Small Car Interior and Best Convertible for Value for the MINI 3-Door Hatch and MINI Convertible.

Remarking on the win, Huntingford said “The latest MINI Convertible is one of the most affordable drop-tops you can buy but, crucially, it still feels every inch the premium product. Its interior is a particular highlight, because it’s packed with fashionable touches and there are quality materials everywhere you look. What’s more, with the roof down but the windows up, you’re well isolated from wind bluster”.

The MINI Convertible remains the number one selling Convertible in the UK, with 3,416 sold in 2020.

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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