



Media Information
10 February, 2021

February News in Brief.

- BMW iX wins EV of the Year at GQ Car Awards 2021
- Carwow: triple success for BMW at 2021 Car of the Year Awards.
- BMW wins four key categories at Company Car Today 100 Awards
- PHEV Manufacturer of the Year at Green Fleet Awards 2020.

BMW has started the year with a collection of award wins from leading UK media brands including GQ, Carwow and Company Car Today.

GQ name BMW iX 'EV of the Year' 2021

Ahead of its market launch later this year, the BMW iX was named EV of the Year at the GQ Car Awards 2021. The leading men's lifestyle title highlighted the high-tech interior, including the new sculptured touchscreen concept, as one of the driving forces behind the win. The vehicle's body structure with an aluminium spaceframe and innovative Carbon Cage was also key to its success at the awards.

With the latest fifth-generation eDrive technology and a modern design language, the new BMW iX has been designed from the ground up for electro-mobility. It will launch in the UK at the end of 2021.

Carwow: Three wins for BMW at 2021 Car of the Year Awards

Carwow has recognised three BMW models in their annual Car of the Year Awards, with the BMW 330e, BMW 4 Series and BMW 5 Series all recognised as best-in-class.

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The BMW 330e continued its awards success from 2020, securing the trophy for Best Family Hybrid Car. Judges praised the combined 2.0-litre engine and electric motor which makes the BMW 330e quick and economical, while commenting that the interior feels spacious and the car is great to drive. Judges also awarded the all-new BMW 4 Series with the Best Coupé award and

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BMW 5 Series the Best Large Car trophy.

Mat Watson, Editor of Carwow, commented, “The BMW 5 Series is just so good at everything it does. It manages to be comfortable and good to drive, on top of which it’s full of the latest tech and is a gorgeous place to spend time. Its wide range of engines is the icing on the cake”.

Quadruple success at Company Car Today 100 Awards.

BMW Corporate and Fleet teams kick-started the year with four prestigious CCT100 Awards, with judges recognising four models for their benefits to company car drivers.

CCT100 judges awarded the BMW 3 Series with the Compact Executive title, recognising its position as the “go-to” model. The judges also praised the BMW 5 Series and BMW 7 Series, awarding them the Executive Luxury and Luxury titles respectively.

The fourth title awarded by the CCT100 judges to BMW was for the X5, which took home the Premium Large SUV trophy.

“BMW continues to perform strongly in the Company Car Today CCT100 Awards, taking the top spot in four separate categories to emphasise the excellent options for company car drivers that exist across its model range,” said Company Car Today Editor Paul Barker.

“All three saloon models topped their segments, with the 3-Series recording an incredibly dominant victory to reinforce the car’s position as the go-to aspirational compact executive model, and the raft of plug-in hybrid expansion and widespread addition of mild-hybrid tech across the line-up leaves the brand well placed for 2021 and beyond.”

Category winners are chosen from Company Car Today’s rundown of the top 100 vehicles to meet any fleet requirement, with these decided using 13 criteria

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covering a combination of running costs, efficiency, practicality and car park appeal. This is combined with the input of the CCT judging panel that has decades of fleet industry experience.

BMW named PHEV Manufacturer of the Year

BMW has been crowned Plug-in Hybrid Manufacturer of the Year 2020 by the Green Fleet awards, which celebrate companies that have successfully slashed transport emissions, thereby contributing towards the UK's 'net zero agenda.'

Judges praised the overall performance of BMW plug-in hybrid models, commenting specifically that BMW provided "the best suitability for purpose in its class".

BMW offers a range of 10 plug-in hybrid models in the UK, each of which delivers on the promise of superb eDrive performance, seamless connectivity and luxurious comfort. The latest BMW plug-in hybrid models are also fitted with anticipatory hybrid-drive technology that automatically select the optimum power source – either petrol or electric mode – depending on traffic conditions and by analysing the route ahead.

Ends

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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