



Media Information

14 April, 2021

BMW news in brief update.

- BMW 4 Series named 'Best Coupé' at UK Car of the Year 2021
- New 430d xDrive and M440d xDrive engine variants for BMW 4 Series.
- New 'BMW Virtual Viewer' augmented tool, allowing potential customers to see new Plug-in Hybrid models on their driveway/garage.
- Double win for BMW at 2021 Fleet World Great British Fleet Awards
- New carbon seats, exterior body colour and BMW Individual headlights available for M Customers.
- RingGo in-car integration now available for BMW customers in UK.
- Five BMW product wins at 2021 Business Motoring Awards.

BMW has continued its successful winning streak with a further set of awards from a range of industry experts. The BMW 3 Series, 4 Series and 5 Series have all received recent accolades, with further recognition for the BMW X1 and X5.

New engine variants have been added to expand the offering for BMW 4 Series customers, alongside the introduction of a range of new options for the BMW M440d and BMW M440i.

Anyone wondering whether a new BMW plug-in hybrid would suit their house can use the new Virtual Viewer augmented reality tool allows users to see what their preferred, fully customised model would look like on their driveway or in their garage.

BMW customers in the UK can now access RingGo car parking booking via their in-car infotainment system, thanks a new over-the-air software update.

BMW 4 Series named 'Best Coupé' at UK Car of the Year Awards

Following its market launch in October 2020, the BMW 4 Series has been crowned "Best Coupé" at the 2021 UK Car of the Year Awards. Judges praised the model for its premium cabin, performance and efficiency while noting that the exterior design is turning heads.

Launched in October 2020, the BMW 4 Series delivers both stunning performance and supreme handling capabilities, but with a sleek and distinctive

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new exterior design, high quality interior, upgraded driver assistance technologies and even greater efficiencies from the introduction of the mild-hybrid technology.

BMW 4 Series line-up expanded with new engine variants.

Three new engine variants are available for BMW 4 Series customers with the 430d xDrive M Sport Coupé, 430d xDrive M Sport Pro Edition Coupé and M440d xDrive Coupé now offered.

Engine	Maximum Power (hp)	Peak Torque (Nm)	Acceleration (0-62mph)	Top Speed (mph)	Fuel Economy (mpg)	C02 Emissions (g/km)	RRP Starting Price
430d xDrive M Sport	286	650	5.1	155	52.3	140g/km	£47,735
430d xDrive M Sport Pro Edition	286	650	5.1	155	51.4	145g/km	£52,235
M440d xDrive	340	700	4.6	155	47.9	154g/km	£54,330

M440i and M440d customers can now chose the M Carbon Pack (£4,500) or the Carbon Roof (£2,450) to complement the enhanced sporty appearance, and a new exterior body colour, Frozen Portimao Blue, is also newly available for these two models.

BMW launches 'Virtual Viewer' augmented reality tool.

BMW is today launching the brand's first augmented reality tool in the UK - the BMW Virtual Viewer. Designed to give potential customers the chance to explore the BMW plug-in hybrid range, it allows users to place a new model on their driveway or in their garage to see it at scale.

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Further customisation of the model within the Virtual Viewer is possible with exterior colour, alloy wheel and interior options.

Users can also open/close doors, turn on the lights and even play the radio using this new tool, which is accessible from a web browser on a mobile device.

This is the first experience of its kind to offer hands-free voice navigation, allowing customers to ask questions about the range, model features or learn more about the BMW plug-in hybrid range.

For more information on the BMW Virtual Viewer, or to try it for yourself, please visit www.bmwvirtualviewer.co.uk on your mobile device.

Success at 2021 Fleet World Great British Fleet awards

Both the BMW 3 Series and BMW 5 Series were victorious at the 2021 Fleet World Great British Fleet awards, scooping the prizes for Best Compact Executive and Best Executive car respectively.

Speaking of the win, Martyn Collins said, “BMW’s 3 Series continues to make an impact with an enviable combination of spacious interior, the option of saloon or Touring versions and a cost-efficient choice of petrol, diesel and even plug-in hybrid power to suit all budgets.

Add in the fact that all models are a joy to drive, and are fitted with the latest technology, and it makes it hard to find fault with BMW’s compact executive. That’s why it deservedly remains our class favourite”.

Fleet World also praised the BMW 5 Series, complementing the model’s “sharp look.” Judges added, “With the choice of saloon or Touring estate versions, the 5 Series is also a fine drive with a refined ride. The 5 offers maximum engine choice, with the option of efficient petrol, diesel and plug-in hybrid units”.

The Fleet World Great British Fleet Awards celebrate leading-edge product developments in the fleet industry, products and services that support safer, greener and cost-effective fleets, and honour excellent in fleet management.

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New options for M Customers

Customers now have a wider choice of options with the addition of new single options across premium M models sold in the UK. Customers can now choose M Carbon Bucket Seats (£3,600), BMW Individual Lights Shadow Line (£350) and a new Skyscraper Grey exterior colour option.

These options are available to customers on the following M models: BMW M3 Saloon, M4 Coupé, M5, M8 Coupé and Convertible, X3 M, X4 M, X5 M and finally X6 M.

RingGo In-Car Integration

As part of BMW's Connected Parking service, models with the latest infotainment system will now have the ability to identify RingGo managed car parks within the vicinity of their location.

Customers can now select locations, duration and pay for parking in RingGo managed car parks using the BMW in-built control display, without the need for a mobile phone to be present.

RingGo is the UK's number one parking app, with over 18 million drivers already using the platform to select and pay for car parking in 477 towns and cities across the country. Drivers can use the platform to pay for parking without the need for cash.

The feature will be delivered as an integrated vehicle app and installed automatically over-the-air on all BMW vehicles, with Operating System 7 built since July 2018.

Five product wins at 2021 Business Motoring Awards

BMW has triumphed at the 2021 Business Motoring Awards, now in its seventh year, securing five product wins and a further three highly commended awards.

Independently judged by experts from across the trades, businesses and small fleets that make up the SME sector, the judges chose BMW as the winner in a range of categories.

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The BMW 530e was successful in Best Executive Car category and Best Medium Car was won by the BMW 330e, which also took home Best PHEV.

The BMW X1 and BMW X5 were also successful, with judges recognising them as the Best Small SUV and Best Large SUV respectively.

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 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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