

BMW

United Kingdom

Corporate Communications



Media Information

07 July, 2021

SUMMER NEWS IN BRIEF UPDATE FROM BMW.

- BMW triumphs at Fleet News Awards 2021 with quartet of wins including Fleet Manufacturer of the Year.
- Auto Express crown BMW X5 as Large Premium SUV of the Year at its 2021 New Car Awards.
- BMW 3 Series, 4 Series and 5 Series named in 'Top 50' by Diesel Car & Eco Car.
- Double victory at Auto Trader New Car Awards 2021.
- E39 BMW M5 awarded Used Car Hero by Autocar.

BMW has continued its winning streak, adding a further eleven awards to its collection, including Fleet Manufacturer of the Year at the 2021 Fleet News Awards. In addition, there was a special win for the E39 BMW M5, which Autocar has named its 'Used Car Hero' some 23 years after the model was first unveiled.

BMW triumphs at 2021 Fleet News Awards with quartet of wins including Fleet Manufacturer of the Year

BMW has once again led the industry at the Fleet News Awards, winning four major awards including the headline Fleet Manufacturer of the Year 2021 award.

The Fleet Manufacturer of the Year award is notable as one of the key categories where winners are chosen by Fleet News readers, while a panel of fleet industry experts as well as senior members of the Fleet News editorial team were involved in the lengthy judging process for other categories.

Other award wins included Most Improved Fleet Manufacturer of the Year, in which judges said "BMW already operates at a high level, but it continues to make significant improvements to its service proposition for fleets, leasing companies and drivers. Its support for the sector during Covid, especially frontline workers, has been outstanding, while its account managers are constantly reaching out to fleets with useful information. BMW gets it just right."

BMW also secured two major product category successes with BMW 3 Series and BMW 5 Series winning Best Premium Car and Best Executive Car respectively, with judges commenting, "The 3 Series is an iconic car –superb to drive, it has always been the one to beat in this category and now with a plug-in hybrid option it has yet again pulled away from the competition."

BMW Group Company

Postal Address
BMW (UK) Ltd
Summit One
Summit Avenue
Farnborough
GU14 0FE

Telephone
01252 920000

Internet
www.bmw.co.uk

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Rob East, General Manager for Corporate Sales at BMW Group UK, said: "To once again sweep the board at the prestigious Fleet News Awards highlights just how much focus we place on the corporate and fleet sector at BMW. I'm delighted that our continued effort and innovation has been recognised with our win for Most Improved Manufacturer, and we are particularly proud to win the Fleet Manufacturer of the Year accolade which is voted for by readers – many of whom are our customers."

BMW X5 named Large Premium SUV of the Year at Auto Express New Car Awards 2021

The BMW X5 was built to deliver new levels of luxury combined with great connectivity and performance, and has now been recognised for the second year running, retaining its title as Large Premium SUV of the Year at the Auto Express New Car Awards 2021.

Steve Fowler, Editor in Chief Auto Express said, "A year after securing its maiden New Car Awards success, the BMW X5 has retained its grip on the winner's trophy, with its formidable mix of practicality, comfort and cutting-edge technology helping it fend off a host of talented rivals.

"It also helps that its spacious seven-seat interior is hugely versatile and oozes upmarket appeal, while the range of velvety smooth turbocharged petrol and diesel engines deliver knockout performance."

The fourth-generation BMW X5 SAV launched in 2018, and is available in five engine variants – xDrive 30d xLine, xDrive40d xLine, xDrive 40i xLine, xDrive 45e xLine and M50i.

BMW 3 Series, 4 Series and 5 Series named in Top 50 Best Cars on Sale

Following its launch in late 2020, the BMW 4 Series Coupé has already been named one of the Top 50 Best Cars on Sale by Diesel Car & Eco Car magazine. The title also named BMW 4 Series 'Best Sports Car'.

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Speaking of the win, editor Ian Robertson said "The BMW 4 Series is lower and wider than the 3 Series saloon it's based on, making it even more fun to drive. Excellent adaptive suspension is well-suited to British roads, and the diesel engined models all offer excellent straight-line speed without breaking the bank, topping 60mpg. The standard M Sport trim is fully featured, and the interior is a pleasing mix of traditional quality and digital tech. A 440-litre boot is the icing on the cake."

The BMW 5 Series was also listed in the Top 50, as was the BMW 3 Series which landed in 6th place overall and was voted 'Best Compact Executive Car'. Judges praised the model's fuel economy, performance and interior, further commenting, "Our favourite compact executive, it's hard to think of ways to improve the 3 Series. Fuel economy and emissions are incredibly low given the performance on offer, and xDrive adds reassuring traction.

"It's great to drive, and more comfortable than you may expect too. The interior is well thought out, with plenty of standard kit and we love the option to use iDrive via a physical controller. The Touring version adds space and looks handsome, making it a desirable SUV alternative for keen drivers. The BMW is a capable tow car that should also keep its value well under control."

BMW scoops double victory at Auto Trader New Car Awards 2021.

The BMW 3 series continued its winning streak, taking home the title for 'Best Hybrid' at this year's Auto Trader New Car Awards. YouTube Director Rory Reid praised the vehicle's technology, stating "BMW's clever hybrid technology and the option of a greener 3 Series have proved popular. As one owner said, 'it embraces everything you need in a car: performance, practicality, economy, quality and driver satisfaction'. We couldn't have put it better ourselves, well done BMW."

Winners at these awards are voted for purely by car owners with over 148,000 taking part in this year's judging process. Consumers were asked to rate their cars across 16 different criteria, from reliability and performance to appearance and running costs.

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BMW was also named as the 'Brand with the Best Tech'. Speaking of the brand's in-car technology, Erin Baker, Editorial Director, Auto Trader, said, "For many car buyers, features such as satnav, audio, Wi-Fi hotspot and head-up displays are as important, if not more, than powertrains, and their ability to sell a car will only grow as powertrain options shrink to one electric version.

"This then, is a very important category, and whilst all three of this year's finalists offer exceptional technology, according to genuine owners, BMW really does represent the best-of-the-best".

E39 BMW M5 awarded 'Used Car Hero' by Autocar

Announced at Geneva Motor Show in 1998 and produced at Plant Dingolfing, the third generation BMW M5 was hailed by Autocar as a "surprisingly humble performance car".

The 6-speed manual M5 has a top speed of 155mph and a 0-62mph time of just 5.3 seconds. At the model's heart is a heavily reworked version of the 540i's 4.4-litre V8, but BMW M engineers lengthened its stroke and increased its bore for a swept volume of 4,941cc.

Thanks to an increased compression ratio, individually electronically controlled throttle butterflies, Double VANOS variable valve timing and an advanced engine management system, it develops 400hp at 6,600rpm and a very healthy 500Nm at 3,800rpm.

The Autocar editorial team went on to compliment the model further, saying the "V8 super saloon stood out as a used car market gem that enthusiasts still lust after today".

Ends

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the

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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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For further information please contact:

Helen Wilson
Senior Press Officer, BMW & MINI Communications
Tel: 07815 372 480
Email: Helen.Wilson@bmw.co.uk

Chris Overall
BMW Media Relations Manager
Tel: 07815 370 990
Email: Chris.Overall@bmw.co.uk

Emma Begley
General Manager, Communications
Tel: 07815 371 062
Email: Emma.Begley@bmw.co.uk

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Graham Biggs
Corporate Communications Director
Tel: 07815 376 867
Email: Graham.Biggs@bmw.co.uk