

BMW

United Kingdom

Corporate Communications



Media Information
21 October, 2021

AUTUMN NEWS IN BRIEF UPDATE FROM BMW.

- Global remote software upgrade to update 2 million BMW models
- New 'Unique Forever Pack' for BMW i3s launched
- BMW named Fleet Manufacturer of the Year at the Business Car Awards 2021
- Recognition for BMW 330e and 4 Series Convertible at the Parkers New Car Awards 2021
- The Sun names BMW M3 "Legend of the Year"
- Triple win for BMW at the 2022 Carbuyer Car of the Year Awards
- Four BMW models commended at the What Car? Used Car of the Year Awards 2022

BMW introduces a new remote software upgrade for eligible vehicles and announces a new 'Unique Forever Pack' for the BMW i3s. In addition, the brand continued its winning streak into the autumn, adding a further 15 awards to its collection in 2021 including "Legend of the Year" for the BMW M3 and "Fleet Manufacturer of the Year" at the 2021 Business Car awards.

Remote software upgrade for 2 million BMW models around the world

The BMW Group is offering its third over-the-air upgrade for around 2 million BMW vehicles worldwide, with UK customers now able to access this update.

The upgrade is focused on the expansion and improvement of driver assistant functions, whilst Spotify Podcasts is added to enhance the entertainment experience and a new and unique sound experience is offered for BMW M3 and M4 customers.

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Newly added features include;

- Unnecessary steering interventions can be avoided with improved Lane Departure Warning on narrowing roads without centre markings, as well as calculated cornering.

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- See what your BMW sees with the new Assisted View. When Active Cruise Control (ACC) is activated, the vehicle recognises the traffic situation around the vehicle in moving traffic, even in fog, adding more comfort and safety.
- Spotify podcast playlists are now available in the car through BMW Connected Music. Logging in via the Spotify app in the car and BMW Connected Music automatically activates this feature.
- Enhanced driver detection in the vehicle ensures the correct driver profile is loaded, no matter where the vehicle key is in the vehicle.
- The new BMW M Sound Control for the BMW M3 and BMW M4 promises pure emotion – whether starting the engine, changing gears or switching between driving experience modes. In any case, a customisable interior sound and a unique BMW M Sound Experience is guaranteed.
- Advanced volume control for Android smartphones connected to the vehicle via Bluetooth provides an enhanced sound experience for streaming music or podcasts

My BMW app users can exclusively download this new version now, with the upgrade available to all customers as an automatic download directly through their vehicle from Tuesday 26th October.

More information on the additional features following the upgrade can be found [here](#).

New 'Unique Forever Pack' for BMW i3s launched

First launched in 2013, the BMW i3 remains a pioneer of electromobility, offering

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zero emissions in a premium car package. For those customers wanting added performance, the BMW i3s was launched shortly after.

Providing 184hp and a WLTP range of up to 175 miles*, BMW has boosted this offering with the new BMW i3s with Unique Forever pack. Offering two new and exclusive exterior body colours (Stormbay Grey / Frozen e-Copper Metallic Accent and Aventurin Red / Frozen Grey Metallic Accent), a full high-gloss black rear bumper, sharper front indicators and the kidney grille finished in the respective accent colour.

In a nod to the exclusive nature of the pack, 'Unique Forever' stitching is included on the headrest and a 'One of 2000' interior trim inscription. The Interior World 'Suite' is included on the BMW i3s with Unique Forever pack which offers leather Vernasca seats and instrument panel in Dark Truffle, Dalbergia Brown cloth door panels, leather steering wheel and Dark Oak fine wood trim.

The Unique Forever Pack for the BMW i3s is available to order from retailers nationwide, from £34,805 OTR.

BMW named Fleet Manufacturer of the Year at the 2021 Business Car Awards

BMW won five separate awards at the 2021 Business Car Awards including the highly coveted 'Fleet Manufacturer of the Year' title. A range of BMW models were named best-in-class, including the BMW 3 Series which was awarded 'Best Premium Car', BMW 5 Series named 'Best Executive Car' and the BMW X1 recognised as the 'Best Premium Medium SUV'. The 'Drivers Choice' award went to the BMW 128ti.

The Business Car Awards are judged by an expert panel made up of fleet managers, industry representatives, market analysts, residual value experts and the Business Car editorial team. These experts, who all have hands-on experience using fleet products and services every day, evaluate the entries to ensure they

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excel in all areas – from running costs, desirability and fitness for purpose – before choosing the standout winners.

Wins for BMW 330e and 4 Series Convertible at Parkers New Car Awards 2021

The BMW 330e and BMW 4 Series Convertible were both successful at the Parkers New Car Awards 2021, winning Best Company Car and Best Car for Sun-Seekers respectively.

Speaking of the win, Editor, Keith Adams commented “Plug-in hybrids used to be a bit of a compromise – they either don't go far enough on battery to be any use or are too heavy to be enjoyable as a driver's car. That was before BMW came along with the 330e and tore up the rulebook. Here you can have your cake and eat it, with a 40-mile EV range and a driving experience pretty much up there with every other BMW 3 Series – and vivid acceleration and excellent fuel economy, too. No wonder I see so many on my travels these days – this is a tax-efficient company car that's too good to ignore.”

The Parkers team also praised the BMW 4 Series Convertible, noting “the interior is well-thought out easy to use, all while being as flashy or as simple as you'd like. It's great fun to drive, has a soft ride (especially on adaptive suspension) and it's even practical enough for most situations. But most importantly, it still makes you feel special by being so good to drive in all situations – a BMW masterclass duly delivered.”

The BMW 4 Series Convertible was launched in 2021 boasting a soft-top roof that is 40% lighter than its predecessor and a bold and elegant design.

BMW M3 crowned 'The Sun Legend Award 2021'

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Over thirty-five year since the debut of the first iteration, the latest BMW M3 has won The Sun Legend Award 2021.

Rob Gill, Motors Editor at The Sun commented "Every generation has its own army of fans and the BMW's latest M3 model is a proper brute in a suit - 500 horsepower, rear wheel drive and a chassis that sparkles like Strictly's glitter ball. We all know this is the last dance for pure petrol performance cars, so let's enjoy them while we can."

The latest BMW M3 Competition was delivered to the first UK customers earlier in 2021. The latest model combines a 3.0-litre six cylinder in-line engine, bespoke M chassis which delivers precise control and comfortable ride, class-leading levels of standard equipment and new options, including the M Carbon bucket seats, which take individualisation to new heights.

BMW triumphs at 2022 Carbuyer Car of the Year Awards with wins for BMW 4 Series, BMW X5 xDrive45e and BMW i3

Three BMW models have been recognised as best-in-category at the 2022 Carbuyer Car of the Year Awards. The BMW 4 Series was crowned 'Best Sports Car' with the experts praising the interior cabin space, comfort and usability, and the BMW X5 xDrive45e won 'Best Large Plug-in Hybrid'.

Speaking about the X5 award, Richard Ingram, Editor of Carbuyer said "The X5 was the original driver's SUV, and that feeling of control and confidence continues with the latest model. The fact you can have all this, along with a huge battery and punchy electric motor, makes the big BMW our favourite large plug-in hybrid for 2022. The silky-smooth six-cylinder engine is fabulous, too."

The BMW i3 was also successful at the awards scooping the win for Best Used Small Electric Car. Judges praised the range and in-cabin technology,

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commenting, "The innovative i3 turned the world of electric cars on its head when it launched and still feels cutting-edge now. Incremental improvements have seen boosts to range and in-cabin technology but even early examples feel fresh and fun to drive."

Four BMW's commended at What Car? Used Car of the Year Awards 2022

The What Car? Used Car of the Year awards recognise cars that are a great choice for customers in the used car market and this year BMW was recognised with awards for four models.

The BMW 4 Series Gran Coupé and BMW 5 Series took home 'Used Coupe/Convertible' and 'Used Luxury Car' respectively, while the BMW 530e was awarded 'Used Hybrid Car' and 'Used Sports Car' went to the BMW i8.

Commenting on the BMW 530's success, the expert judges commended both the performance and electric power, writing "We love the BMW 5 Series – especially the plug-in hybrid version – so it's no surprise to find the latter grabbing the top gong here.

Like the rest of the range, the 530e is great to drive and wonderfully refined. With an electric motor to assist the smooth petrol engine, it's also able to see off the 0-62mph dash in less than six seconds and polish off motorway cruises in spectacular style."

Judges also praised the BMW i8, which ceased production in 2019, for its sharp handling and confidence-inspiring grip, saying "The i8 boldly rewrote the traditional sports car formula. Its Blade Runner looks are backed up by a novel plug-in hybrid set-up that combines a 228bhp 1.5-litre petrol engine with a 129bhp electric motor.

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This not only gives it enough punch for a 0-60mph time of 4.4 seconds but also enables near-silent electric cruising for up to 34 miles, leading to low CO2 emissions and impressive fuel economy. You can expect to beat 40mpg – remarkable for a sports car."

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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