

# BMW

## United Kingdom

### Corporate Communications



Media Information

15 June, 2022

#### **BMW NEWS IN BRIEF.**

- BMW model update measures for summer 2022
- BMW iX takes 'Rory Reid Award' at Auto Trader New Car Awards 2022
- Triple win for BMW in EcoCar Electrified Top 50 2022.

A number of BMW models have been enhanced with an improved level of standard specification, additional exterior paint choices and improved in-car technology as part of a range of model updates taking effect from summer 2022.

BMW M3 customers now benefit from Live Cockpit Plus as standard, providing a fully digital, customisable 12.3" instrument display, and a high resolution 10.35" Control Display including split screen functionality. The enhanced system now offers BMW M3 customers the latest generation of in-car technology, powered by BMW Operating System 8. Alongside the range of existing exterior paint choices, M3 customers can now also choose BMW Individual Frozen Pure Grey Metallic optionally.

Additional exterior paint colours are now available for the BMW 5 Series customers, with Arctic Race Blue metallic and Skyscraper Grey metallic adding to the existing paint portfolio. In addition, the contents of the M Sport Pro Pack has been improved and now includes BMW Individual Lights Shadowline, M Sport Brakes with blue or red calipers, M Sport seat belts, Adaptive LED headlights, High-beam Assist and for the saloon, an M Sport Spoiler.

Three new upholstery options have been added to bolster the offering on the BMW X5 and BMW X6, with customers now able to select Silverstone Sensafin, Coffee Sensafin and Black Sensafin upholstery.

#### **BMW iX wins 'Rory Reid Award' at Auto Trader New Car Awards 2022**

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The Rory Reid award at the Auto Trader New Car Awards recognises just one vehicle that stands out amongst the crowd; in short, it's a personal recommendation and the best car he has driven over the past 12 months. The BMW iX has taken the award in 2022, with Rory praising its smooth drive, luxurious cabin and stunning attention to detail.

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Speaking of the win, Rory Reid, Auto Trader's YouTube Director, commented: "The BMW iX has standout styling both inside and out. Its cabin is remarkably luxurious with stunning attention to detail, and not to mention the quality of technology on offer – it's astounding! As well as its looks, this car drives beautifully smooth, incredibly fast and makes every journey feel like bit extra special."

As the BMW Group's technology flagship, the BMW iX brings together the company's latest developments in the fields of Design, Automated Driving, Connectivity, Electrification and Services to create a premium mobility experience that is unrivalled in its segment.

The Auto Trader New Car Awards survey over 156,000 UK car owners to determine the winners across 19 different categories. Owners are asked to rate their cars according to 16 different criteria, from reliability and performance to appearance and running costs, as well as their overall satisfaction and how likely they would be to recommend it to others, before this data is analysed and winners are determined.

#### **Triple win for BMW in EcoCar Electrified Top 50 2022**

BMW secured a triple win in the EcoCar Electrified Top 50, with both the BMW iX and BMW 3 Series winning Best Luxury Electric SUV and Best Compact Executive Plug-in Hybrid respectively. The BMW i4 was also recognised for its contribution to the premium midsize segment, earning a spot in the top 50.

Ian Roberston, Editor at EcoCar Magazine commented on the wins "BMW is one of the most experienced brands when it comes to electrification, launching the i3 in the UK as far back as 2013. Its iX is the culmination of its research and development so far, featuring its fifth generation of electric motor and battery technology. They aren't lacking punch, with even the xDrive40 giving the impression there's a deep well of power beneath your right foot, and the iX goes and handles in a way that shrugs off its considerable size and weight. Its interior is incredibly high quality, refined and comfortable, while BMW's latest infotainment setup is impressive. It's packed to the gills with technology and that's why it's our favourite luxury electric SUV".

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Praising the BMW 3 Series, Robertson continued "Despite being locked in a long-lasting battle with its rivals, the 3 Series has managed to retain its winning appeal for keen drivers, and that's still the case for the plug-in hybrid 330e. Available with rear- or xDrive all-wheel drive, it can manage up to 37 miles between charges, or work as a hybrid in conjunction with the 2.0-litre turbocharged petrol engine. This results in a CO2 figure in the 30s and fuel-efficiency of 177-217mpg. With a combined 288bhp and an engaging chassis, the 330e can also raise a smile despite its eco credentials. The just launched facelift sharpens the package even further and will be sure to fly out of showrooms."

The EcoCar awards are determined by the magazines road test reviews, plotting the top 50 electrified cars tested in 2022. This year over 200 cars were eligible, with each car rigorously tested in everyday conditions and scrutinised with the target customer in mind.

**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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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