



Media Information  
7 December, 2022

## **A successful year-end for BMW – December News in Brief Update**

- BMW i7 and BMW i4 impress judges at the DrivingElectric Awards 2023
- Triple 'Buy It' recommendations for BMW at the carwow Awards 2023
- Double success for BMW at Professional Driver Magazine's Car of the Year Awards
- BMW 5 series named Best Used Car at the Scottish Car of the Year Awards

Ending the year on a high, BMW has received eight awards from a range of titles including DrivingElectric, carwow, Professional Driver Magazine and the Association of Scottish Motoring Writers (ASMW). Combining all-electric performance and multisensory entertainment the BMW i7 claimed two awards, setting the standard in the luxury electric car segment. BMW iX and BMW 5 Series also demonstrated their unrivalled capability, each securing two awards.

### **BMW i7 and BMW i4 impress judges at the DrivingElectric Awards 2023.**

Celebrating the top electric and hybrid vehicles in the UK, DrivingElectric recognised BMW's latest electric models with the BMW i4 and BMW i7 named best in their respective categories.

Receiving its eleventh accolade for 2022, the BMW i4 took home the award for Best Electric Company Car. On presenting the award, DrivingElectric editor, Richard Ingram said, "For years, the BMW 3 Series has been the company car driver's top choice. But now, in the switch to electrification, there's a new default; the i4 wraps up everything we love about its saloon sibling, with strong performance, low running costs, and a premium-feeling, user-friendly interior. It's the new company car to beat."

Setting "a new luxury-car benchmark" the BMW i7, claimed the award for Best Luxury Electric Car, with DrivingElectric stating the model "nails its brief". Judges commended the i7's "quick, quiet powertrain", "spacious rear cabin" and "tech-filled infotainment system".

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#### **Triple 'Buy It' recommendations for BMW at the carwow Awards 2023.**

BMW has secured an impressive three 'Buy It' recommendations at the carwow Awards 2023. Shining a spotlight on the very best new cars, the carwow 'Buy It' Awards recognise those models that score highest in their test-drive reviews. With over 7.6 million subscribers, carwow is YouTube's biggest automotive channel and each award represents a personal recommendation from carwow's Chief Content Officer, Mat Watson.

The first-ever BMW i7 took home the first of three 'Buy It' awards, with Mat Watson stating that the brand's flagship is "a luxurious saloon to drive or be driven in", adding that the car delivers "impressive cutting-edge technology" and that the "relaxing silent running of an electric vehicle suits a car with such high-end elegance and refinement".

The "spacious" and "modern" BMW iX was also victorious at the carwow awards. According to Watson, the iX marks "a real breakthrough for electric SUVs", receiving praise for its "high-quality interior", "classy widescreen display" and its "impressive performance" while offering "well over 300 miles" on a full charge.

Bringing exceptional sporting talent to the premium compact segment, the range-topping BMW M240i received the third carwow 'Buy It' Award. "The M240i manages to do it all - it's easy to live with for long journeys or trips around town, but show it a quiet twisting back road and it's perfect company," said Watson. Reaffirming its sector-leading status, Watson continues, "The BMW is fast, responsive and shows quite how much fun it's possible to have in a small car".

#### **Double success for BMW at Professional Driver Magazine's Car of the Year Awards.**

The Professional Driver Car of the Year Awards are evaluated by over 100 judges, comprising invited heads of leading chauffeur and private hire firms, experienced chauffeurs, as well as carefully chosen motoring editors and journalists.

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Britain's Professional drivers voted the BMW iX xDrive 40 Best Luxury SUV – adding the eleventh award to the iX's 2022 record. Paying tribute to the technology flagship, Professional Driver Editor, Mark Bursa said, "The BMW iX offers an outstanding combination of space, build quality and electric range, making it a deserved winner of our Luxury SUV of the Year category."

"Ticking all the boxes" the BMW 530e Touring leads the estate car segment, taking home the Estate Car of the Year Award. Professional Driver applauded the model's ample space and "versatility" when carrying passengers with luggage, acknowledging the 530e as a cleaner replacement for its diesel counterparts.

#### **BMW 5 series crowned Best Used Car at the Scottish Car of the Year Awards.**

Continuing its success, the BMW 5 Series secured the Best Used Car Award at the Scottish Car of the Year Awards. Pairing "powerful performance" with "superb fuel economy", the saloon was endorsed by the ASMW as "a dynamic driver's car and a refined executive vehicle at the same time". ASMW President Jack McKeown concluded, "Used buyers will be getting one of the most capable cars there is".

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#### **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 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

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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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