



Media Information
5 April, 2023

April News in Brief Update from BMW

- BMW claims wins at three major award events, including GQ Car Awards
- BMW i7 wins Best Luxury EV at Top Gear Electric Awards
- Fleet News name BMW as Fleet Manufacturer of the Year for the fifth year running

BMW has maintained its winning streak in securing both automotive and lifestyle awards, receiving further accolades in the opening months of 2023, including honours from the Top Gear Electric Awards, Fleet News Awards, and GQ Car Awards.

BMW i7 wins Best Luxury EV at Top Gear Electric Awards

Continuing to impress at the highest levels, the BMW i7 has today been named the Best Luxury EV at the Top Gear Electric Awards, the fourth major award for the first-ever BMW i7 since its introduction in December 2022.

As the brand's flagship saloon, the BMW i7 sets the benchmark in terms of performance, luxury and design. Fitted with the latest technology and ensuring that all its occupants travel in complete comfort, the latest generation BMW 7 Series is also the first to feature a fully-electric variant. Rear passengers benefit from the world's first Theatre Screen built into a vehicle. The 31.3" 8K touchscreen, with Amazon Fire TV, lowers from the ceiling for rear-seat entertainment while audio is provided courtesy of the Bowers & Wilkins Diamond Surround Sound System with up to 36 speakers.

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Jack Rix, Editor of Top Gear Magazine commented: "As is increasingly the fashion, it was designed from the inside out, so the i7 is extraordinarily comfortable. The seats are incredible, the materials used are imaginative, the atmosphere unique. The Curved Display user interface is crisply executed and the rear-seat cinema is a marvel."

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Fifth consecutive Fleet Manufacturer of the Year win for BMW at the Fleet News Awards

For the fifth year running, BMW has been awarded Fleet Manufacturer of the Year at the Fleet News Awards, showcasing the clear continued development of the corporate strategy and the class-leading products offered. Judges commented that the company's longstanding retention of the award is "clear evidence that BMW never takes fleet for granted and is always looking for ways to improve its service and support for both companies and their drivers."

The brand also took home awards in two other categories, with the BMW X1/iX1 named the Best Mid-Size SUV, the BMW i4 winning Best Premium Car and the BMW 5 Series also being highly commended in the Best Executive Car category. The BMW i4 clinched the Best Premium Car award for the second year running, having won in its debut year in 2022, highlighting the demand for premium electric vehicles in the corporate car sector. Likewise, the newly introduced BMW X1 and first-ever iX1 have started strong just after launch by winning the Best Mid-Size SUV category, with Fleet News stating that the models have set a new benchmark for the sector.

Kith for BMW claims Best Collaboration of the Year at GQ Car Awards

At the 15th GQ Car Awards, which focused on electric mobility, Kith for BMW was awarded the Best Collaboration of the Year. Central to the collaboration with BMW is Kith's founder Ronnie Feig, who has a personal connection to the brand, specifically his childhood memories of his grandfather's E30 M3 in the 1980s. Having worked together since 2020, 'Chapter II' of the partnership focussed on the brand's all-electric BMW i4 M50 and the 1972 1602 Electric – the company's first foray into electric mobility - whilst also giving a nod to the 50th anniversary of BMW M. The anniversary was celebrated with the production of just seven BMW i4 M50 by Kith models, demonstrating the excellent opportunity this collaboration

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offered for BMW and Kith to explore the synergies between tradition and modernity.

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 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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