

# BMW

## United Kingdom

### Corporate Communications



Media Information

04 July, 2023

#### **July News in Brief from BMW Group UK**

Maintaining the company's award-winning reputation across the industry in 2023, BMW Group UK and its latest models continued to make waves, scooping up numerous prestigious awards in June and July, with battery electric models garnering significant attention. BMW and MINI won six awards at the Auto Express New Car Awards, while BMW further distinguished itself by earning commendations at the Auto Trader New Car Awards and Autovista Group Residual Value Awards.

#### **BMW Group UK takes home six awards at the Auto Express New Car Awards 2023**

BMW Group UK proudly took home six awards from the Auto Express New Car Awards 2023, demonstrating its continued excellence across a variety of categories and reinforcing the breadth of its model portfolio. BMW secured five awards across numerous categories and MINI garnered an additional victory with the MINI Convertible.

The third-generation BMW X1, launched in the summer of 2022, led its class according to Auto Express by winning the Small Premium SUV of the Year award. With its distinctive design, increased interior space, premium ambience, and high-level standard specification.

Introduced in November 2021, the i4—the first fully-electric BMW Gran Coupé—continues to make an impression nearly two years post-launch, claiming the Premium Car of the Year award. Another of the BMW brand's fully-electric models, the BMW iX, impressed judges with its luxurious and contemporary interior, earning the Best Large Company Car of the Year accolade.

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The brand's flagship model, the BMW i7, already boasting four major awards since its UK launch at the end of 2022, now adds Auto Express' Luxury Car of the Year to its roster. Offering a cutting-edge digital experience with the BMW Theatre

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Subject **July News in Brief from BMW Group UK**

Page 2

Screen and BMW Interaction Bar, the BMW i7 combines striking style with a luxurious interior to lead its segment.

The all-new BMW M2, which launched recently in the UK, received its first accolade in the UK at the Auto Express New Car Awards 2023, securing the Performance Car of the Year title. Building on its powerful predecessor, the latest M2 embodies the pure joy of driving by fusing classic high-performance sports car elements with cutting-edge technology.

Finally, the MINI Convertible emerged victorious in the Convertible of the Year category for the sixth time—a testament to the model's enduring appeal. Available in the UK with a high standard specification, and also offered as a BEV – a first for its kind.

Speaking at the awards, Steve Fowler, Editor-in-Chief at Auto Express said: "What a year for BMW - we've been blown away by the brilliance of its cars this year so it's no surprise that the brand walks away with five of our trophies. Every winner blends the efficiency, quality and usable technology that BMW has become known for, underpinned by the very best driving qualities - on any road, on any day and for any driver. The i4, i7 and iX prove that the company is really leading on electrification, while the X1 shows a clear understanding of the needs and priorities of today's SUV buyers. Then there's the M2 doing what, arguably, BMW is most famous for - putting a massive smile on the face of keen drivers.

"It's another win for the MINI - our favourite convertible car. Even as the current car nears the end of its life - with hugely exciting electric models waiting in the wings - we love its blend of driving dynamics, comfort and the all-important style that's so important with top-down motoring."

**BMW iX3 boasts Best Premium Electric Car at the Auto Trader New Car Awards 2023**

# BMW

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#### Media Information

Date 04 July, 2023

Subject **July News in Brief from BMW Group UK**

Page 3

At the seventh annual Auto Trader New Car Awards in June, the BMW iX3 clinched the award for the Best Premium Electric Car. The awards are decided by over 220,000 UK car owners who completed an online survey sharing exactly what they think of their car, with their thoughts and opinions determining the final category winners.

Erin Baker, Auto Trader's Editorial Director, said: "The iX3 is all the electric SUV anyone needs, with a plush interior, spirited performance and that legendary BMW ride and handling. One owner summed it up perfectly by saying: 'The driving experience is second to none, it's comfortable, fast, smooth and quiet. Love it.' Huge congrats, BMW."

#### **BMW i4 shines in the Autovista Group Residual Value Awards**

In June, the BMW i4 secured the Compact and Large Battery-Electric Vehicle (BEV) category at the inaugural Autovista Group Residual Value Awards. The awards, which assess data from 17 different European markets, recognise the models with superior value retention. Judges chose i4 as the winner of this category due to its strong performance across all major markets, with the model's success attributed to its sleek silhouette, enjoyable driving experience, strong family identity, internal space on par with the BMW 4 Series Gran Coupé and impressive range.

The Autovista24 team commended the i4's design, emphasising that it looks more like a conventional BMW than an exclusively battery-electric model, broadening its appeal to a wide range of drivers in both new and used car markets.

#### **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

# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 04 July, 2023  
Subject **July News in Brief from BMW Group UK**  
Page 4

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 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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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