



Media Information

30 August, 2023

BMW Group UK celebrates success at What Car? Electric Car Awards 2023

- **BMW Group UK collects four award wins at the What Car? Electric Car Awards 2023**
- **BMW 330e, i7 and i8 lead their respective categories**
- **MINI Countryman PHEV reclaims Best Hybrid Small SUV title**

BMW Group UK was once again successful at this year's What Car? Electric Car Awards, taking home four prized category wins across the Group's electrified model portfolio.

The BMW 330e, i7 and i8 each secured the win in their respective class. Whilst once again the MINI Countryman PHEV won at the awards, topping the Best Hybrid Small SUV category.

For a second year in a row the BMW 330e, powered by the combination of a 2.0 litre petrol engine and an electric motor producing 292hp, took home the illustrious 'Best Used Hybrid Executive Car' award. Steve Huntingford, Editor, What Car? said, "If you buy used, the 330e costs less than key rivals. Yet it's more entertaining than any of them to drive, thanks to sharp, well-balanced handling. It's a comfortable car, too (particularly if you buy an example equipped with the M Sport Pro Pack), and all versions come with an infotainment system that's wonderfully intuitive."

With What Car? believing "BMW's flagship saloon is undoubtedly one of the most complete cars on sale today" the BMW i7 has added 'Best Electric Luxury Car' to its growing tally of awards. Offering a cutting-edge digital experience with the BMW Theatre Screen and BMW Interaction Bar, the BMW i7 combines striking style with a luxurious interior to lead its segment. What Car? states "It combines superb ride comfort and effortless performance with a long range and fast charging. What's more, it's hugely spacious and available with a rear entertainment system that offers audio and visuals worthy of the best cinemas."

Launched in 2012, the BMW i8 was a trailblazer in the performance car segment and continues to impress over 10 years on, collecting the 'Best Used Hybrid Performance Car' at the 2023 What Car? Electric Car Awards. Steve Huntingford

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said, "It may have been discontinued, but the BMW i8 still looks like the future. And in many ways it feels like it, too, with its lightweight construction boosting performance, agility and efficiency. Our advice would be to buy one while you can, because we think prices are only going to go up."

Finally, the MINI Countryman PHEV reclaimed its title as 'Best Hybrid Small SUV', with What Car? judges applauding its "smart interior design" and class-leading build quality. Huntingford summarises, "The Countryman takes the style of the traditional Mini hatchback and applies it to a much more practical, family-friendly package," with a pure electric range that is "easily long enough for the school run."

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 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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