



Media Information
21 September, 2023

BMW retains Fleet Manufacturer of the Year title at Business Car Awards 2023

- **Five category wins for BMW at the Business Car Awards 2023**
- **BMW named Fleet Manufacturer of the Year**
- **BMW X1, 3 Series, i4 and 5 Series top respective categories**

BMW has added five more awards to its impressive tally for 2023, including the coveted Fleet Manufacturer of the Year for a second consecutive year at the Business Car Awards. Further to the headline award, the BMW X1, 3 Series, i4 and 5 Series were each recognised as best in their respective classes.

Martyn Collins, Editor, Business Car Magazine presented BMW with Fleet Manufacturer of the Year, and commented, "We continue to be impressed by BMW's choice of models, that continue to build on their strong fleet record – particularly with the choice of EVs that continues to grow at pace. Then there's support for company car drivers, with innovations for the 'Inside Edge' rewards programme, and the launch of 'Corporate Certified' this year, which is all about improving the retailer experience."

Launched in 2022, the third generation of BMW X1 offers fully electric models for the first time and features the latest in connectivity. Walking away with the Best Premium Medium SUV, judges stated "The latest X1 impresses with its extra practicality, its performance, plus the electric range for EV and plug-in hybrid models. On top of the added space, all X1's are well-equipped and good to drive."

The BMW i4 claims its sixth award for 2023, taking the win for the Best Electric Car over £40,000 for the second year running at the Business Car Awards. Judges said that "despite the choice of models in this class growing massively over the last year, we felt none of them could match the i4's reliable electric range, driver appeal and practical hatchback design." Collins also added that the lower entry price of the eDrive35 model will allow more drivers to experience the BMW i4 moving forward.

The BMW 3 Series continues to impress with the model retaining its Best Premium Car title for the fifth consecutive year. Business Car said, "the BMW 3 Series remains head and shoulders above the competition in the premium class."

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For the fourth consecutive year, the BMW 5 Series has also been named Best Executive Car by Business Car, with judges believing the current model "is still the best car in its class."

Matt Collins, General Manager, Corporate Sales BMW UK, commented, "We're thrilled to be recognised as Fleet Manufacturer of the Year for a second time running at the Business Car Awards. It's a real feather in the cap for everyone in the Corporate Sales team. We continue to bolster our fleet offering and with the further strengthening of our 'Corporate Certified' programme, we hope to make further strides in improving the service that we offer to our fleet customers. Alongside the top award, we're also pleased to be taking home another three wins for some of our latest models. This includes the BMW i4, which continues to be a compelling offering for our corporate customers and with the introduction of the eDrive35, we hope to see its popularity increase further still."

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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 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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