



Media Information

18 January, 2024

BMW celebrates success at 2024 What Car? Car of the Year Awards

- BMW awarded three category wins at the 46th annual What Car? Awards
- M3 Touring presented with Performance Car of the Year
- Luxury Car of the Year awarded to X7 and 4 Series retains award from 2023

BMW is celebrating a successful start to 2024 after securing three category wins at this year's What Car? Car of the Year Awards. The BMW M3 Touring, the BMW 4 Series and the BMW X7 were each recognised as best in their respective categories.

The first-ever BMW M3 Touring received its world premiere at Goodwood Festival of Speed in 2022 before launching to critical acclaim last year. The model continues to impress, after What Car? named it their 'Performance Car of the Year' for 2024. Steve Huntingford, Editor of What Car? said: "By taking the form of a more practical estate, the M3 Touring is even better in day-to-day use than the saloon. You can drive to IKEA, electrically open the tailgate and drop part (or all) of its 40/20/40 split rear seats to slide in a flat-packed shelving unit. Then you can head home via Brands Hatch and set a personal-best lap time, before cruising comfortably for the rest of your journey."

What Car? also named the BMW 4 Series as its winner in the 'Coupé/Convertible of the Year' category. The second-generation 4 Series was unveiled in 2020, with the Coupé, Gran Coupé and Convertible body styles launching in quick succession. Huntingford highlighted that "One of the best things about the BMW 4 Series is that it's great to drive, whether you go for the Coupé or the Convertible; without experiencing the two versions back to back, you'd struggle to tell the difference, because both offer razor-sharp steering and fabulous cornering poise. In addition, the petrol engines sound roty when revved, but are smooth and quiet at a cruise. And the 4 Series is surprisingly practical, with enough space to seat four adults without anyone feeling cramped."

BMW 4 Series Convertible was previously named What Car? Convertible of the Year in 2021, 2022 and 2023.

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A trailblazer in the luxury car segment, the BMW X7 is the largest of all BMW X models, offering generous levels of on-board space, equipment, and a high-class cabin for up to seven occupants. Huntingford believes that the X7 'combines limo-like interior space with a wonderfully commanding driving position' and has awarded the model with the 'Luxury Car of the Year' accolade, adding "the interior majors on wow factor full stop, thanks to plush, soft-touch surfaces,

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polished glass elements and huge, high-resolution screens. You also hear very little wind or tyre noise, the torquey diesel engine is brilliantly refined, and the X7's ride is both supple and settled."

To learn more about the BMW M3 Touring, BMW 4 Series or the BMW X7 please visit <https://bmw.co.uk/>.

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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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