

BMW

United Kingdom

Corporate Communications



Media Information

13 June, 2024

News in Brief from BMW Group UK.

- BMW offers UK customers increased connectivity through Personal eSIM solution.
- BMW Vision Neue Klasse wins T3 Design Award.
- BMW UK partners with CAVU to provide premium chauffeur-driven experiences at Manchester Airport's new Private Terminal.
- Triple victory for the BMW 5 Series and a win for the BMW iX at recent awards.
- MINI Cooper Electric crowned Top Gear's 'Best EV Supermini'.
- BMW 3 Series and BMW 8 Series named winners at cap hpi's Used Car of the Year Awards.

BMW integrates a new Personal eSIM solution across its model portfolio and forges a partnership with Manchester Airports Group to elevate the airport passenger journey through premium chauffeur-driven experiences. Meanwhile, the brand's winning streak continues, with both the BMW 5 Series and BMW iX securing accolades at recent awards. MINI also celebrated success, as the all-new MINI Cooper Electric was crowned as Top Gear's 'Best EV Supermini' at their 2024 Electric Car Awards. The BMW Vision Neue Klasse was honoured with T3's prestigious Design Award in June, while the BMW 3 Series and BMW 8 Series received top titles at cap hpi's Used Car of the Year Awards.

BMW offers UK customers increased connectivity through Personal eSIM solution.

At the end of April, BMW announced the integration of Transatel's Ubigi global Personal eSIM solution across its model portfolio. By activating their Personal eSIM, BMW customers in the UK can now enjoy additional infotainment features and unlimited WiFi connectivity in their vehicle using Ubigi's 5G UK data plan.

Depending on the model, this service enables the in-vehicle WiFi-Hotspot, video streaming services on the central instrument cluster and is particularly useful in conjunction with the Theatre Screen of the BMW i7 and BMW 7 Series, offering a variety of entertainment powered by Amazon Fire TV.

BMW Group Company

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Owners can conveniently configure their Personal eSIM via the My BMW App and subscribe to Ubigi's UK data plan, priced at £10 per month. This service is available for BMW vehicles with Operating Systems 8, 8.5 and 9* and equipped with the optional Personal eSIM.

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BMW Vision Neue Klasse wins T3 Design Award.

The BMW Vision Neue Klasse won T3's prestigious Design Award in June, celebrating the Vision Vehicle's innovative and forward-thinking design. Introduced to the T3 Awards in 2022, the design awards recognise products that combine functionality with elegant aesthetics. The BMW Vision Neue Klasse, a fully electric vision car which paves the way for the next-generation of electric BMW models impressed the judges with both its aesthetics and advanced technology. Notable features include the Panoramic Vision head-up display which is visible to all occupants, and minimalistic yet elegant design including such as headlights integrated into the grille, e-ink door handles, and an embossed BMW logo on the bonnet.

BMW partners with CAVU to provide premium chauffeur-driven experiences at aether, The Private Terminal exclusively at Manchester Airport.

BMW has announced a new partnership with CAVU (owned by Manchester Airports Group) to help revolutionise the airport passenger journey. Through this alliance, travellers can enjoy a truly premium experience as they are chauffeured airside using a fleet of luxury BMW vehicles.

The fleet, comprising the all-electric BMW i7, the seven-seater BMW X7 and the high-performance BMW XM, will be used to seamlessly transport passengers from aether – the new Private Terminal, exclusively at Manchester Airport – to and from their aircraft.

Situated in a contemporary, self-contained space, completely separated from the main airport terminal, aether boasts a dining experience by Adam Reid, panoramic runway views, and dedicated staff to attend to guests' needs. The new terminal opens Monday 4 November and will be available to all** travellers at Manchester Airport as a purchasable service.

Triple victory for the BMW 5 Series and a win for the BMW iX at recent awards.

After an impressive start to 2024, the BMW 5 Series continues its winning streak. Upholding its reputation as the world's most successful business saloon, it emerged victorious at the Business Motoring and Great British Fleet awards.

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The Business Motoring Awards, a valuable reference for SMEs and vehicle operators, celebrate best-in-class suppliers and vehicles. At the 2024 awards, the BMW 5 Series secured both the 'Best Executive Car' and 'Best Company Car' titles. The model also received commendation from Fleet World at their 2024 Great British Fleet Awards, taking the top spot as 'Best Fleet Executive Car. Judges praised the model's performance, comfort and interior quality as "an impressive package", commenting, "The new 5 Series once again raises the standard in this class and continues to be viewed as the ultimate driving machine."

Also offered with an all-electric drive as the BMW i5, the eighth generation BMW 5 Series fuses progressive technology with sophisticated styling and hallmark driving pleasure. With these recent acknowledgements, the latest iteration has now accumulated an impressive 13 accolades since its introduction in October last year.

Meanwhile, the BMW iX secured its 16th accolade as 'Best Business Lease Car' at the inaugural Leasing.com Awards. The recently established awards are designed to celebrate and recognise excellence in the products and services available within the leasing sector.

On presenting the award, Leasing.com commented, "With awesome real-world range and a cabin that's a pleasure to spend time in, it's little surprise that the BMW iX won out when it comes to the Best Business Lease Car category. The importance of premium plug-in power for business users can't be overstated." Judges were particularly impressed by the fully-electric SAV's "innovative design" and "cutting-edge technology," describing it as "the perfect option for forward-thinking business users that want to make a statement."

MINI Cooper Electric crowned Top Gear's 'Best EV Supermini'.

Following its launch earlier this month, the all-new MINI Cooper Electric has been awarded 'Best EV Supermini' by Top Gear as part of their Electric Awards. Kickstarted in 2019, the annual awards exist to credit the best EVs in the world across an array of categories.

The MINI Cooper Electric was commended by Top Gear for its spacious interior and driving dynamics, with Jason Barlow, Editor-at-large, commented, "Around town the MINI is all

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the car you'd ever need. The three-door is roomy enough in the back for a six-footer to sit behind another lanky soul – provided the seat is pulled forward. Late night, long way home the Cooper SE risks feeling like a high-tech toy but at heart it's still a fizzy driving machine Barlow summarises, "Fundamentally, this is a great little car, overflowing with personality, that just happens to be electric."

Available in two output levels - E and SE - and three well-specified trims - Classic, Exclusive, and Sport – the fifth generation MINI 3-door remains the icon of the MINI family and represents a giant leap for the MINI brand.

BMW 3 Series and BMW 8 Series named winners at cap hpi's Used Car of the Year Awards.

In June, automotive data company cap hpi announced the winners of its Used Car of the Year Awards for 2024, recognising excellence across a range of categories. The BMW 3 Series was named Upper Medium Car of the Year while the BMW 8 Series secured Executive Car of the Year. The awards follow an extensive data-led judging process that reviewed various factors, including residual value performance and new car registrations.

Ends

* The function Personal eSIM is not yet active in vehicles with BMW Operating System 9. It is expected to be enabled over-the-air at a later point in 2024.

** *Terms and conditions apply, see [experienceaether.com](https://www.experienceaether.com)

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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

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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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