

BMW

United Kingdom

Corporate Communications



Media Information

23 July, 2024

July News in Brief from BMW Group UK.

- Recent BVRLA survey reveals BMW as leading OEM.
- BMW 5 Series crowned Best Plug-in Hybrid at the Autocar Awards 2024.
- BMW Group takes the lead in three categories at the Auto Express New Car Awards 2024.
- Parkers announce their 'top buys' for 2024 and one in four is a BMW.
- BMW Group UK completes the GREENFLEET EV Rally.
- A triumph for BMW at the 2024 EcoCar Electrified Top 50 awards.
- BMW X5 tops the heavyweight division at the What Car? Tow Car Awards 2024.

BMW Group UK is celebrating a successful July, with an array of award wins from Autocar, Auto Express, Diesel&EcoCar magazine, Parkers and What Car? Both models banking three accolades, the trailblazing BMW 5 Series and luxurious BMW 7 Series continue to impress, while the BMW i4 adds an extraordinary 22nd award to its cabinet. Topping more categories than any other manufacturer, BMW is leading the industry according to the recent British Vehicle Rental and Leasing Association (BVRLA) OEM Relationship Survey, and the latest BMW Group models complete the GREENFLEET EV Rally to demonstrate the effective roles electric vehicles can play in UK fleets. July was also a prosperous month for MINI, as Auto Express crowns the all-new MINI Countryman their 'Premium Small SUV' of the year.

Recent BVRLA survey reveals BMW as leading OEM.

The inaugural British Vehicle Rental and Leasing Association OEM Relationship Survey was published in June, which collated feedback from 26 key leasing members on their relationships with manufacturers. The results revealed BMW as the frontrunner, topping more categories than any other manufacturer.

The survey ranked 23 leading OEMs based on various criteria, including: 'Quality of the Working Relationship', 'Vehicle Purchasing Process', 'Products and Services', 'In-life Services', 'Electric Vehicles' and 'Financial Support'. BMW achieved 14 'Best in Class' scores and dominated the Products and Services section, ranking first in five out of seven subcategories – a testament to the brand's class-leading products and services.

BMW Group Company

Postal Address
BMW (UK) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Internet
www.bmw.co.uk

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BMW 5 Series crowned Best Plug-in Hybrid at the Autocar Awards 2024.

Offered with a diverse powertrain portfolio and widely recognised as the world's most successful business saloon, the BMW 5 Series sustains its winning streak after clinching the accolade for 'Best Plug-in Hybrid' at the 2024 Autocar Awards.

Autocar judges were particularly impressed by the BMW 550e xDrive, describing it as a "truly compelling PHEV" with an ability to appeal to sports saloon lovers and company car buyers alike. The high-performance saloon received additional praise for offering more power and electric-only range than its predecessor, while retaining a "pliant ride and a good dose of dynamism." The BMW 530e was also commended, with Autocar commenting, "The four-cylinder 530e is more than quick enough, handles well, has competitive electric range and efficiency and uses its battery power very cleverly to make sure that you get the best of both worlds as often and for as long as possible."

BMW Group takes the lead in three categories at the Auto Express New Car Awards.

The annual Auto Express New Car Awards serves to recognise the best cars currently on sale across the entire automotive landscape, helping the car-buying public choose the right model for them regardless of budgets and requirements. At this year's ceremony, BMW Group prevailed with the BMW 5 Series, BMW 7 Series and MINI Countryman each topping their respective class.

With an all-electric range of up to 63 miles (WLTP), the BMW 5 Series was awarded 'Premium Hybrid Car of the Year', adding another gong to its July tally. Meanwhile, the BMW 7 Series claimed the title for 'Luxury Car of the Year', upholding its reputation as the brand's flagship saloon.

Speaking on the win, Auto Express Editor, Paul Barker said, "BMW's class and appeal are highlighted by a pair of 2024 Auto Express New Car Award wins, showing the brand is better than ever at combining driving pleasure, technology, efficiency and all-round appeal. The new 5 Series hybrid's efficiency impresses as part of a superb all-round package and the 7 Series is the epitome of top-end luxury and technology."

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Offered with a choice of a fully electric or combustion powertrain, the all-new MINI Countryman impressed Auto Express judges, obtaining the 'Premium Small SUV' award. "The new MINI Countryman manages to still feel like a MINI despite now offering size and practicality to match any small SUV, but it's the lift in interior style and quality that impresses more than anything," said Barker. "Plus, it still has the sense of driving enjoyment we know and love."

BMW Group UK completes the GREENFLEET EV Rally.

As a live demonstration of electric vehicles and charging infrastructure, the GREENFLEET EV Rally aims to illustrate the roles that electric vehicles can play in UK fleets and prove that there is likely to be an EV model to suit any requirement, whilst improving efficiency, reducing costs, and ultimately contributing to the nation's net zero emissions targets.

Around fifty electric vehicles took part in the five-day, 1,400-mile event, which spanned the entire length of the UK between 1 and 5 July 2024. BMW Group UK was proud to support the initiative, entering four of its latest products, including the BMW iX2, BMW i5 Touring and two all-electric MINI Countryman models.

Reflecting on BMW Group's participation in the rally, Matt Collins, General Manager of Corporate Sales for BMW Group UK said, "We are thrilled to have completed the 2024 EV Rally. It provided a great opportunity to showcase our latest all-electric products, including the new BMW i5 Touring, BMW iX2 and MINI Countryman. With rewarding driving dynamics and a host of technologies, we hope to have demonstrated the joy and convenience that our electrified product portfolio brings to fleets."

Parkers announce their 'top buys' for 2024 and one in four is a BMW.

BMW blazed a trail on the Parkers' 'top buys' list for 2024, attaining four titles across a range of categories – more than any other OEM. The list curated by the Parkers editorial team establishes the "cream of the crop" across the new car market, catering for a wide range of budgets, from superminis to luxury cars.

Dubbed an "awesome technical masterclass", the BMW 7 Series is Parkers' choice for 'Best Luxury Car'. Praised for its "impressive interior design and quality", "innovative

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technology" and efficiency, judges place the 7 Series above its rivals when it comes to driving dynamics, while applauding the "private jet experience" offered to rear passengers with the Executive Lounge package.

Taking the top spot as 'Best Family Estate Car' is the BMW 3 Series Touring. Commenting on the win, Parkers said, "It's hard to think of a more complete package than the BMW 3 Series Touring. It's a family estate car that ticks every box – it's great to drive, looks good, feels upmarket and best of all is immensely practical."

Described by Parkers as the "premium SUV that truly does it all", the BMW X5 claims the top buy for 'Best Large SUV'. As "one of the highest-rated cars by any description", there "there really isn't any box that the X5 doesn't tick," said judges. The publication goes on to commend the model's "great engine line up", "sumptuously plush" interior and drive.

The fourth and final BMW recommended as a Parkers top buy is the BMW i4, almost three years after its original market launch. "Great on back roads" and "efficient on trips", the BMW i4 continues to impress, adding a 22nd accolade to its collection. Parkers summarises: "The BMW i4 is a consummate all-rounder. It's fantastic to drive, offers one of the longest electric ranges available in a vehicle this size and feels both futuristic yet reassuringly conventional where it counts."

A triumph for BMW at the 2024 EcoCar Electrified Top 50 awards.

Now in its third year, the EcoCar Electrified Top 50 awards celebrate the 50 finest new battery electric, hybrid, plug-in hybrid and hydrogen fuel-cell vehicles available today. The 2024 awards saw BMW triumph, with four models placing within the top 17 on the leaderboard, while garnering an impressive five category wins.

Retaining the top spot for a third year running, the BMW iX was recognised as 'Best Electric Luxury SUV', with judges commending its "gorgeous and soothing interior", "next level" infotainment system and powertrain, which offers an all-electric range of up to 382 miles.

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The accolade for 'Best Electric Luxury Car' was presented to the BMW i7/BMW 7 Series. On announcing the award, EcoCar Editor and Publisher, Ian Robertson said, "It's only fitting that the 7 Series and i7 should slot in next to the iX, scooping our Best Electric Luxury Car gong. They share many of the iX's attributes of course, albeit in a lower slung package, and with so much rear space your passengers might request a red carpet is kept rolled up in the boot. That's if they aren't too distracted by the cinema-style rear entertainment screen that's quite simply huge... While the outside may be striking, it's on the inside of the 7 Series and i7 that is truly stunning – your passengers won't want to get out."

Placing 9th on the overall roster, EcoCar crowned the BMW i5/BMW 5 Series 'Best Electric Executive Car' and judges' "top pick" for those in the "business class" market. The BMW 530e was praised for its "excellent blend of performance, comfort and efficiency" and "stellar" 63-mile all-electric range. The BMW i5 eDrive40 was equally commended for its range, which "shoots up to a maximum of 356 miles" and "is sure to go down a treat with company car choosers due to its super low benefit-in-kind liability." Robertson concludes, "BMW's excellent infotainment system is the icing on the cake."

Finally, the BMW 3 Series garnered a double win, recognised as 'Best Plug-In Hybrid Large Car' and 'Best Plug-In Hybrid Large Estate Car'. On presenting the awards, EcoCar said, "The 3 Series impresses thanks to its cutting-edge interior that encompasses a sweeping double infotainment and instrument screen, and a long list of standard kit. It also epitomises that 'Ultimate Driving Machine' slogan from yesteryear thanks to its superb road manners that encompass attentive steering, entertaining handling, and a remarkably well-ordered ride. The Touring is the ultimate Labrador lugger and the 330e's plug-in hybrid drivetrain means that it is kind to the wallet thanks to favourable benefit-in-kind taxation rates of 12%."

BMW X5 tops the heavyweight division at the What Car? Tow Car Awards 2024.

The What Car? Tow Car Awards are designed to assist those searching for a great tow car that can also be enjoyed when driving unhitched. Honoured as this year's heavyweight champion, the BMW X5 xDrive50e M Sport topped the '2000kg+' category and was recognised as "one of the best plug-in hybrids" What Car? has ever tested.

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The xDrive50e "improves on its predecessor with even more power and a longer all-electric range of up to 60 miles, and that means extremely low official emissions figures – a boon if you'll be paying company car tax," says What Car? Judges also paid tribute to the heavy hitter's "lightning-fast acceleration" and stability when towing, as well as its "remarkable balance between sporty handling and impressive ride comfort, helped by its adaptive air suspension." Overall, What Car? scores the BMW X5 an outstanding 5/5.

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 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 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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For further information please contact:

Tom Evans

Senior Press Officer, BMW

Tel: 07815 371 705

Email: Tom.Evans@bmw.co.uk

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Helen Wilson
MINI Media Relations Manager
Tel: 07815 372 480
Email: Helen.Wilson@mini.co.uk

Chris Overall
BMW Media Relations Manager
Tel: 07815 370 990
Email: Chris.Overall@bmw.co.uk

Christina Burnham-Hepe
General Manager, Communications
Tel: 07815 371 206
Email: Christina.Burnham-Hepe@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376 867
Email: Graham.Biggs@bmw.co.uk