

BMW

United Kingdom

Corporate Communications



Media Information
19 September, 2024

BMW Group UK triumphs at the Business Car Awards 2024.

- BMW named Fleet Manufacturer of the Year for the third consecutive year.
- Overall 'Business Car of the Year' awarded to the all-new MINI Cooper.
- Four additional wins for BMW Group across a range of categories.
- BMW i4, 5 Series, X1 and MINI Cooper each top their respective class.

BMW Group UK is celebrating another successful year at the 2024 Business Car Awards, with BMW retaining the coveted Fleet Manufacturer of the Year title for a third consecutive year. Boasting more options for fleets than ever before, MINI also came out on top as the all-new MINI Cooper garners two wins, including overall Business Car of the Year. A further three accolades were awarded across the product portfolio, with BMW i4, BMW 5 Series and BMW X1 each topping their respective categories.

On presenting the headline award, Martyn Collins, Editor, Business Car Magazine said, "With its model range growing again this year, especially from the MINI side, BMW has its most complete offering ever for fleet and continues to build on its strong record – particularly with EVs. Support for company car drivers is equally impressive, with further innovations for its 'Corporate Certified' programme, aimed at improving the retailer experience."

All-new MINI Cooper crowned overall Business Car of the Year.

Launched earlier this year and offered with a choice of either an all-electric or combustion-engine powertrain, the all-new MINI Cooper prevailed at this year's Business Car Awards, topping the small car class before clinching overall Business Car of the Year.

Judges praised the model's "simplified styling", "high-tech, retro-influenced interior" and the "excellent" 250-mile range, with Business Car commenting, "This year the MINI Hatch – now called the Cooper – received a high-tech makeover, but its premium feel remains unchanged, and whether you choose ICE or EV power, all are great to drive. Add this all up, with the Electric version's credible range, and this is an attractive small car package that will really appeal to fleet."

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Page 2

With the launch of the new MINI family the brand has introduced a compelling fleet offering for a range of market segments. In addition to the MINI Cooper, the larger MINI Countryman Electric and forthcoming all-electric MINI Aceman both provide an impressive single-charge range of up to 287* and 252 miles* respectively. The entire MINI lineup boasts a high level of standard equipment, including a state-of-the-art circular OLED display, sustainable interior materials, and all-new MINI Experience Modes. Company car buyers can also take advantage of a low benefit-in-kind (BIK) tax rate of 2 per cent across the all-electric model range.

BMW i4, 5 Series and X1 each top their respective class.

Recently refreshed with new design details, revised headlights and optional Laserlight tail lights, the BMW i4 continues to impress almost three years after its original debut, receiving the award for Best Premium Car. Commenting on the win, Business Car said, "Despite more EV and ICE-powered rivals, none can still touch the BMW i4. Whether you go for the eDrive 35, or the range-topping M50, the excellent electric range is trustworthy, it oozes driver appeal, and it's practical with the hatchback design."

Continuing its impressive 2024 winning streak, the BMW 5 Series retains the top spot as Business Car's Best Executive Car for the fifth consecutive year. On presenting the gong, judges said, "The replacement for the last 5 Series had big shoes to fill, but whether you choose EV, PHEV, or ICE power, the i5/5 Series remains our executive pick. It looks great inside and out, there's the additional choice of Touring estate versions, and all offer a keen drive."

Rounding up the awards, the third generation BMW X1 solidifies its position as Business Car's Best Premium Medium SUV, securing the title for the second year running. Judges described the model as "an attractive package" with a "spacious interior", "willing performance" and "a great drive, plus the accomplished range for EV and plug-in versions equals low running costs."

Reflecting on BMW Group's success at this year's awards, Matt Collins, General Manager, Corporate Sales BMW Group UK, said, "We are incredibly proud to retain Business Car's Fleet Manufacturer of the Year title for a third consecutive year. This is a testament to the

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Media Information

Date 19 September, 2024
Subject **BMW Group UK triumphs at the Business Car Awards 2024.**
Page 3

hard work and dedication of the Corporate Sales team, who continue to strive for excellence in serving the evolving needs of our corporate customers. We're equally delighted by the recognition MINI has received at this year's awards – it's a real honour for the MINI Cooper to be crowned overall Business Car of the Year. The additional four category wins really are the icing on the cake."

Ends

*Fuel consumption, CO2 emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

The details marked * have already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on fuel consumption, CO2 emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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BMW

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Page 4

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