

BMW

United Kingdom

Corporate Communications



Media Information

6 February, 2025

February News in Brief from BMW Group UK.

- New Shadow Edition available for BMW iX1 and BMW iX2.
- Increased personalisation for the BMW X3 M50 xDrive and BMW Z4 M40i with Handschalter Pack.
- T3 presents the Best Car Tech award to the BMW Panoramic Vision.
- Double success for BMW at the 2025 Professional Driver Car of the Year awards.
- BMW Group triumphs at the 2025 Company Car & Van Awards.

BMW has enhanced its product portfolio with the introduction of the new BMW iX1 and BMW iX2 Shadow Edition alongside an expanded range of exterior paint colours for the BMW X3 M50 xDrive and BMW Z4 M40i with Handschalter Pack. Meanwhile, BMW Group UK continues its winning streak, with both BMW and MINI receiving multiple accolades from T3, Professional Driver and Company Car & Van.

New Shadow Edition available for BMW iX1 and BMW iX2.

The most compact models within the all-electric BMW SAV lineup can now be further personalised with the introduction of the BMW iX1 and BMW iX2 Shadow Edition. This new trim option packages an expanded list of standard equipment and sporty styling features at a compelling price. Over and above the M Sport trim, customers opting for the Shadow Edition receive 19-inch alloy wheels (for BMW iX1/already standard for BMW iX2), red M Sport brake callipers, Shadow Line Adaptive LED headlights and M Sport Pro Package styling features.

Increased personalisation for the BMW X3 M50 xDrive and BMW Z4 M40i with Handschalter Pack.

First introduced last summer, the BMW X3 M50 xDrive is equipped with the most powerful six-cylinder in-line petrol engine ever fitted in an M Performance model, delivering dynamic performance capabilities which set a new benchmark for driving pleasure in its class. From launch, customers opting for the range topper could choose from eight exterior paint finishes, however from April production, the colour palette will be expanded with the addition of 490 BMW Individual paint colours, including Sao Paulo Yellow, Daytona Violet and Frozen Black.

Also benefiting from an expanded range of exterior paints is BMW Z4 M40i with Handschalter Pack. Previously finished exclusively in Frozen Deep Green with Cognac

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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upholstery, the six-speed manual roadster can now be specified in seven exterior paint options including Skycraper Grey, Thudernight Purple and San Francisco Red. Increased personalisation continues inside the cockpit with a choice of four new interior upholsteries.

T3 presents the Best Car Tech award to the BMW Panoramic Vision.

Following the 2025 Consumer Electronics Show (CES), T3 has compiled its list of standout technologies from the Las Vegas event, with BMW's revolutionary Panoramic Vision emerging as the title's top pick for in-car innovation.

The BMW Panoramic Vision is the focal point of the next-generation BMW iDrive system, which will include the latest BMW Operating System X. Rolling out on all-new BMW models launched from the end of 2025, this industry-leading head-up display concept projects content across the entire lower portion of the windscreen, with the most important driving information available directly in the driver's line of sight.

On presenting the award T3's Editor-in-Chief Mat Gallagher said, "In-car tech is one of the most forward-thinking platforms right now and none more so than the new BMW iDrive system. Ready to feature in the next generation of electric vehicles – known as the Neue Klasse – the iDrive OSX system combines four elements to deliver optimum driver communication.

"The highlight is the Panoramic Vision, a thin projected screen that sits under the windscreen, providing a wealth of information. The contents are customisable, allowing you to drag and drop different widgets from the specially angled centre screen. It's super futuristic and really useful for keeping all those features in your eyeline. We can't wait to see it in the upcoming iX3 later this year."

Double success for BMW at the 2025 Professional Driver Car of the Year awards.

Two of BMW's flagship all-electric models collected category awards at the 2025 Professional Driver Car of the Year awards. With six categories in total, the annual awards are judged by Professional Driver readers, who evaluate more than 60 cars as part of the selection process.

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The BMW i5 Touring was named Estate Car of the Year with Editor Mark Bursa commenting, "The estate Car category was test, with several strong contenders for the prize. But our judges went with an electric car – and one of the newest on the market. The BMW i5 Touring is not just a refined car that's ideal for executive chauffeuring – it's a joy to drive too."

Following the success of the BMW M760e xDrive at last year's awards, the BMW 7 Series continues to lead Professional Driver's Chauffeur Car category, with the all-electric BMW i7 taking the 2025 top spot. "The new 7-series has become a game-changer in the chauffeur market, giving drivers and operators a practical and supremely luxurious electric limousine," said Bursa.

BMW Group triumphs at the 2025 Company Car & Van Awards.

Company Car & Van (CC&V) offers expert advice to individuals who directly influence the make-up of their company's fleet. Each year at the CC&V Awards, the title shortlists the best vehicles for the fleet market and crowns their overall Fleet Manufacturer of the Year. For 2025, this headline award was presented to the BMW Group.

CC&V Editor Andrew Walker praised BMW Group's comprehensive product portfolio: "With a vast choice of electric & plug-in hybrid's BMW & MINI really came of age in 2024, cementing their position as the most forward thinking premium brand across all car sizes. From the new electric Mini Cooper, Countryman & Aceman to the BMW iX2, i5, i7 updated i4, iX3 & plug-in 330e, every company car sector was covered leaving the competition trailing behind."

Two further wins were garnered across both brands, with the BMW 5 Series and MINI Countryman each topping their respective category.

Named a "worthy" winner of the Executive Car of the Year 2025 award, the BMW 5 Series was commended for its "brilliant" drive and intuitive on-board technology. "The interior has the wow factor & in electric form, the i5 is probably the best all around electric saloon out there. If we had to choose one executive car, then the 5 Series would be it", Walker added.

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Meanwhile, the all-new MINI Countryman claimed the award for Medium Car of the Year, with judges applauding its nostalgia-infused yet technologically-advanced cabin. "It's the largest MINI yet, but don't let that worry you because both petrol & electric versions are best in class to drive, whilst offering decent interior space & a useful boot... A car we'd happily drive every day."

Ends

About 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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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For further information please contact:

Sam Buckingham

Press Officer, MINI

Tel: 07815 362 262

Samuel.Buckingham@mini.co.uk

Tom Evans

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Senior Press Officer, BMW
Tel: 07815 371 705
Email: Tom.Evans@bmw.co.uk

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
Corporate Communications Director
Tel: 07815 371 206
Email: Christina.Burnham-Hepe@bmw.co.uk