



Media Information

5 August, 2026

BMW i3 named Car of the Year at the inaugural CAR Magazine Genius Awards.

BMW UK has secured two major honours at CAR Magazine's inaugural Genius Awards, with the all-new BMW i3 Saloon crowned overall Car of the Year in its first major industry award win. The BMW iX3 added to the success by claiming the Electric Vehicle (EV) of the Year award. The 2026 Genius Awards represent the first time in CAR's 64-year history that the publication has ranked the best cars on sale in the UK.

With the new BMW i3, Neue Klasse technologies are introduced for the definitive BMW model. The 2.5-box saloon, set to celebrate its UK market launch later this year, brings an all-new cutting-edge design, unrivalled driving dynamics, a broad spectrum of advanced driver assistance systems and a benchmark single-charge range of up to 563 miles¹ (WLTP).

"CAR's Genius Awards recognise original thinking, innovation and brilliance, all of which the BMW i3 has in its spades. That's why it wins Car of the Year 2026," said Ben Miller, Editor of CAR Magazine. "The weight of expectation here was significant, with the 3-series a standard-bearer for practicality, style and driving enjoyment for over 50 years. Could BMW deliver the same in an ultra-competitive, all-electric package at the right price? Turns out it absolutely could. The new iX3, already a multiple Giant Test winner in the pages of CAR, secures our EV of the Year award. And by combining much of the same long-range, fast-charging hardware with the kind of sparkling dynamics with which the best BMWs are synonymous, the i3 rightly secures the overall Car of the Year award," he continued.

On accepting the headline award, David George, CEO, BMW Group UK and Ireland, commented: "We are deeply honoured to see the BMW i3 named CAR Magazine's inaugural Car of the Year at The Genius Awards. This accolade is especially meaningful as it celebrates a model at the very heart of the BMW brand. For five decades, the BMW 3 Series has set benchmarks in innovation, design and driving dynamics, and this latest generation continues that legacy with a truly compelling all-electric offering. We extend our thanks to the entire CAR team for this notable recognition."

The BMW iX3 was also named CAR's EV of the Year 2026. In presenting the award, Deputy Editor Piers Ward praised the model's innovation, highlighting features including

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BMW Panoramic Vision and the intelligent packaging enabled by the Heart of Joy and other vehicle control computers, which reduce the need for traditional wiring. He also singled out its driving dynamics, noting that the BMW iX3 "rotates sweetly as you work the steering and throttle". Summing up the judges' verdict, Ward described the iX3 as an example of "genuine innovation, intelligently implemented".

The BMW iX3 has now amassed an impressive 16 industry accolades since its introduction in the UK, including four overall 'Car of the Year' titles, as the model continues to set the standard within its segment.

Both award-winning models are available to order from BMW retailers nationwide, with the BMW i3 50 xDrive currently offered exclusively in First Edition specification. Based on the M Sport model, the First Edition packages additional standard-fit equipment, including BMW Iconic Glow, the BMW 3D Head-Up Display and AC Charging Professional – increasing the AC charging rate from 11 kW to 22 kW. The BMW i3 50 xDrive First Edition is priced from £57,905 OTR, while the BMW iX3 40 can be purchased from £53,250 OTR.

Please click [here](#) for further information on the BMW i3 and [here](#) for more on the BMW iX3.

Ends

1. All data is provisional.

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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

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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 through production to the end of their useful life.

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