

Media Information  
15 January 2014

## **Winning touch: BMW Group Design claims five prizes in the GOOD DESIGN™ Award 2013.**

**Honours go to the BMW 3 Series Gran Turismo, the MINI Paceman, the BMW R 1200 GS, the BMW Pininfarina Gran Lusso Coupé as well as the film “The BMW Concept Ninety Story”.**

**Munich.** BMW Group Design earned fivefold recognition for its outstanding work in the GOOD DESIGN™ Awards 2013. In the category “Transportation 2013”, the BMW 3 Series Gran Turismo, the MINI Paceman, the BMW Pininfarina Gran Lusso Coupé and the BMW R 1200 GS were all awarded this prestigious prize. The “Graphics/Identity/Packaging 2013” category, meanwhile, saw honours go to the film “The BMW Concept Ninety Story”.

The GOOD DESIGN™ Award is the world’s oldest design prize and ranks as one of the most distinguished accolades in this field. Founded in Chicago in 1950 by architects Eero Saarinen, Ray and Charles Eames and MoMa curator Edgar Kaufmann Jr., it is presented by the Chicago Athenaeum: Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art Design and Urban Studies. For more than 60 years, this coveted prize has been awarded to designers and manufacturers in recognition of exceptionally innovative and visionary products, concepts and ideas that go beyond the normal horizons of everyday product design.

In 2013 the Chicago Athenaeum received thousands of submissions from leading enterprises in 48 countries. In all, the jury selected more than 700 high-quality products covering a wide range of categories. All of them were persuasive in form, function and aesthetics; the winners will be published in the 2013/2014 GOOD DESIGN yearbook.

Exceptional long-distance ride comfort in a unique lounge atmosphere is a key aspect of the **BMW 3 Series Gran Turismo**, which marries the sporty-dynamic genes of the Sedan with the functionality and versatility of the BMW 3 Series Touring. The independent personality of its exterior is distinguished by doors with frameless windows, a coupe-style roofline sloping gently towards the rear, and a large, automatically opening and closing electric tailgate.

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The **MINI Paceman** is the first Sports Activity Coupe in the premium small and compact car segment. Its combination of sporty design, a coupe-like silhouette and a lounge-like interior make the MINI Paceman a pioneer in the urban traffic scene.

The **BMW R 1200 GS** convinced the jury thanks to its well-resolved fusion of a distinctive design language and an athletic off-road stature. Sporting the typical GS-style BMW Motorrad design, this new rendition of the world's most popular travel enduro is a case study in the stylistic perfection of an iconic two-wheeler.

BMW and Pininfarina are two of the most tradition-swathed names in the motor industry. Each is in equal measure a byword for cutting-edge technology coupled with style, dynamism and aesthetics. With the **BMW Pininfarina Gran Lusso Coupé**, the two companies present the result of their first cooperation. This one-off is the exclusive interpretation of a luxurious BMW Coupe as seen through the eyes of Pininfarina. The design teams worked in close collaboration to create a new, character-laden automotive persona for the high-end luxury class: it is typically BMW while boasting the refined signature of Pininfarina.

**The BMW Concept Ninety Story** is a film that traces the genesis of the eponymous motorcycle, which was born of a partnership between BMW Motorrad and custom bike manufacturers "Roland Sands Design" to mark the 90th anniversary of BMW Motorrad. The body of this exclusive evocation of the BMW R 90 S was hand-built and reflects the harmony of man and machine in purist, emotional guise.

In recent years BMW Group Design has been recurrently honoured in several categories of this renowned award. Last year's winners included, for example, the BMW 6 Series Gran Coupe, the BMW 3 Series Sedan, the BMW M6 Coupe, the MINI Roadster, the BMW Travel & Comfort System and the BMW M5.

A complete list of this year's winners can be found on the following website:

[www.chi-athenaeum.org](http://www.chi-athenaeum.org)

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**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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