



Press release
13 November 2019

The Golden Steering Wheel awards 2019: two wins for BMW.

The new BMW 1 Series claims the coveted trophy in the Compact Cars category, while readers of Auto Bild and Bild am Sonntag voted the BMW 8 Series the year's most beautiful new model.

Munich. The winners of the Golden Steering Wheel awards have traditionally been decided on the basis of a readers' poll and expert opinion – and German motoring magazine Auto Bild and Sunday newspaper Bild am Sonntag stuck to this proven formula to select this year's outstanding new automotive arrivals. Two of the sought-after trophies were claimed by BMW, with the new BMW 1 Series picking up the Golden Steering Wheel 2019 in the Compact Cars category and the new BMW 8 Series crowned the year's most beautiful car. The awards were presented yesterday at a gala event in Berlin, where Oliver Zipse, Chairman of the Board of Management of BMW AG, accepted the two Golden Steering Wheels for the BMW 1 Series and 8 Series.

The Golden Steering Wheel awards have been running since 1976 and are considered among Europe's most prestigious car industry accolades. A total of 58 new models were nominated across seven categories this year. First, the three most popular models in each category were chosen in a readers' poll. And these then came under the critical eye of a panel of 15 highly qualified judges, including legendary racing drivers Walter Röhrl and Hans-Joachim Stuck. All of the finalists were closely scrutinised by the experts at the Lausitzring proving grounds near Dresden. The readers of Auto Bild and Bild am Sonntag were also asked to choose the most beautiful new car of the year from the 58 candidates.

Test drives in the new BMW 1 Series gave the judges the chance to explore its fresh take on the brand's renowned driving pleasure. The third generation of the premium compact model is the first to employ BMW's advanced front-wheel-drive architecture – and it delivers an exhilarating blend of class-leading agility and dynamism. Credit here goes to the flawless interplay of cutting-edge chassis systems and innovative technologies, plus the integration of all key driving dynamics components and control systems. An important factor is the ARB (near-actuator wheel slip limitation) technology familiar from the BMW i models, which is now making its debut in a combustion-engined vehicle. This system significantly improves traction when pulling away, cornering or driving in

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49-89-382-72652

Internet
www.bmwgroup.com



Press release

Date 13 November 2019

Subject **The Golden Steering Wheel awards 2019: two wins for BMW.**

Page 2

the wet by allowing wheel slip to be controlled much more sensitively and swiftly.

The new BMW 1 Series also scored highly for its significantly increased interior space, its sophisticated driver assistance systems and the latest control/operation and connectivity innovations. Key new features include the standard Active Guard Plus system featuring Speed Limit Info, lane departure warning, collision and pedestrian warning with city braking function, the BMW Head-Up Display (available as an option for the first time) and the likewise optional voice-controlled BMW Intelligent Personal Assistant.

Irresistible visual appeal and a new design language earned BMW its second Golden Steering Wheel in this year's contest. Auto Bild and Bild am Sonntag readers voted the new BMW 8 Series the year's most beautiful car from the field of new models nominated for the award. The new luxury sports car's exterior design is dominated by boldly sculpted surfaces and crisp lines that provide an authentic showcase for the car's rich dynamic character. These styling cues are among the fruits of an extensively updated design language, which focuses on clarity, modernity and emotional engagement and gives each of the three body variants in the new BMW 8 Series range its own unique aura.

With its stretched silhouette, slim window graphic and roofline – with distinctive “double-bubble” contouring – flowing elegantly into the rear, the BMW 8 Series Coupe combines sportiness and luxury in its most alluring form. Meanwhile, the new BMW 8 Series Convertible with classical soft-top roof captures the imagination with its elegance and exclusiveness. Finally, there is the distinctive, dashing presence of the new BMW 8 Series Gran Coupe, whose two extra doors and increased rear space bring the experience of sports performance to four full-size seats.

The fuel consumption, CO₂ emission and electric power consumption figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or



Press release

Date 13 November 2019

Subject **The Golden Steering Wheel awards 2019: two wins for BMW.**

Page 3

other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars in Germany is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

In the event of enquiries please contact:

Corporate Communications
Kai Lichte, Product Communication BMW Automobiles
Telephone: +49-89-382-51240
E-mail: kai.lichte@bmwgroup.com

Eckhard Wannieck, Head of Product and Brand Communications BMW
Telephone: +49-89-382-28042
E-mail: Eckhard.Wannieck@bmwgroup.com

Internet: www.press.bmwgroup.com
E-mail: presse@bmw.de

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>



Press release

Date 13 November 2019

Subject **The Golden Steering Wheel awards 2019: two wins for BMW.**

Page 4

YouTube: <http://www.youtube.com/BMWGroupview>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup>