



BMW and MINI: Two brands – seven awards

BMW and MINI take four firsts in the “Good looks/style” category of the German Auto Bild readers’ survey “The best brands” and another three top slots in special categories

Munich – March 1, 2013... BMW and MINI recorded seven first places in the “The best brands in all classes” poll of just under 100,000 readers carried out by German motoring magazine Auto Bild. Three of these came courtesy of BMW in the “Good looks/style” category for mid-range, executive and luxury-class cars, while MINI came on top of the “Best design” rankings for small cars. BMW also led the way in the “Sporty engines,” “Advanced technology” and “Well-connected cars” categories.

A variety of design elements have come together over several decades to form the distinctive design DNA of BMW. Each new BMW offers a fresh take on these characteristic features and, in so doing, brings its own distinctive flavor to the fore. BMW has always been a standard-bearer of groundbreaking automotive design, using pioneering innovations to establish a constant stream of new landmarks. Auto Bild readers agreed: over 80 percent of those surveyed ranked BMW as the leading mid-range, executive and luxury car brand in the “Good looks/style” category.

MINI design is based on a clear design language and represents the evolutionary progression of the classic Mini born in 1959. Following in these small-car tire tracks, MINI wraps originality and intelligence in the smallest possible package. The consistent expansion of the MINI brand family reflects the success of MINI design in breathing new life into the brand’s underlying values – and using this as a springboard to develop authentic and fascinating perspectives for the future of the brand. This is a view shared by 87 percent of the readers questioned for the survey, who voted MINI the number-one small car in the “Good looks/style” category.

As well as earning praise for its design, BMW also finished on top of three other image categories. Eighty-eight percent of those taking part in the poll chose BMW in the special category “Sporty engines.” And BMW also accounted for the largest portion of the “Well-connected cars” vote: 90 percent of those surveyed cited BMW’s future-focused ConnectedDrive technology, extolling the convenience of internet-based services as well as the wide range of infotainment options and the reassuring driver assistance systems. Bayerische Motoren Werke also led the way in “Advanced technology” thanks to its arsenal of pioneering systems and developments. Here, a convincing majority of votes – 91 percent – went to the BMW brand.

2012 was the second year of “The best brands in all classes” readers’ poll (published in the latest issue of Auto Bild); BMW and MINI also secured several top placings the previous year.

BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 32 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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