



Media Information

9 January, 2014

The BMW i3 named 'Green Car' of the year at the What Car? Awards 2014

BMW 4 Series Coupé tops the Coupé category in its first year.

The BMW i3 Series has added another award to the display cabinet, having been crowned What Car? 'Green Car' 2014.

The BMW i3 has triumphed in a very competitive category, beating off stiff competition to take the title. Lauded for setting new standards, the judges praised the BMW i3 for its hot hatch pace and handling, thoughtful use of renewable energies and recycled materials as well as its kerbside appeal, all helping to make it the most fun you can have in an electric car.

Chas Hallett, What Car? editor-in-chief, said: **"The i3 proves that electric motoring needn't be pious. It suits the town roads where it will spend its life, but it offers fun and performance too."**

Continuing on from the success of the i3, the BMW 4 Series Coupé took home the accolade of What Car? 'Best Coupé' 2014. The BMW 4 Series Coupé takes over as top-dog in its inaugural year, having replaced the 3 Series Coupé. Despite the tough opposition, the 435i Coupé was praised for its seductive looks, engaging drive and beautiful cabin leaving it to reign supreme, making it a car that drivers will be happy to get into and reluctant to get out of.

Chas Hallett, What Car? editor-in-chief, said: **"A coupé is a car that should make you feel special - and the BMW 435i will definitely do that."**

Both the BMW i3 and 4 Series Coupé are on sale now, priced from £25,680* OTR for a BMW i3 and £41,665 OTR for a BMW 435i M Sport.

Ends

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****With £5,000 OLEV Government grant.**

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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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

Further information about the BMW Group can be found here:

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