BMW
Corporate Communications

Press release
22 September 2015

European Business Awards for 2015/16.
BMW named National Champion.

Munich. In the 2015/16 European Business Awards, BMW AG was named German National Champion in the customer focus category for its BMW ConnectedDrive Store. This means the company will represent Germany in the second round of this highly prestigious competition.

BMW ConnectedDrive Store for maximum flexibility.
In the new BMW ConnectedDrive Store, users can put together services and apps to meet their own completely individual requirements. After logging on to the "My BMW ConnectedDrive" customer portal, the user can book or renew and make immediate use of any of the services offered, not only on a PC but also conveniently, simply and safely from the vehicle while driving, by means of the Control Display.

The BMW ConnectedDrive Store is available online, round the clock. This means that a wide range of services, such as the useful Concierge Service or the Real Time Traffic Information system (RTTI), can be downloaded at any time. Also available are additional features and functions such as BMW Online, the internet, remote services, as well as all the BMW Apps Ready applications, including Napster, Audible, Spotify and Deezer.

Awards for Europe's most dynamic companies.
This is now the ninth time that the European Business Awards will be presented; on this occasion companies from 33 European countries have been nominated in ten categories. They will be assessed by more than 150 highly qualified judges from business, politics, science and the media. Additionally, in each country a prize will be awarded by the general public. Last year more than 170,000 votes were cast for this award.

The competition is a showcase for Europe's most dynamic companies. In the innovation category, awards go to companies which not only react to continuously changing economic conditions but also influence them profoundly through innovative business models, thus setting new development trends. This award acknowledges the significance of innovation as a business strategy.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

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