

BMW

U.S. Press Information

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The BMW 5 Series Wins EyesOnDesign Best Designed User Experience Award at 2017 North American International Auto Show in Detroit.

Woodcliff Lake, NJ/Detroit, MI – January 13, 2017... The all-new 7th generation BMW 5 Series is already earning accolades from the industry as it recently was awarded the Best Designed User Experience Award from EyesOn Design. The EyesOnDesign Awards are the officially-sanctioned design awards for the 2017 North American International Auto Show (NAIAS), honoring the best production and concept vehicles making their worldwide auto show debut in Detroit.

The all-new BMW 5 Series won the judges votes by featuring a broad array of technology and design working in perfect harmony. The new 5 Series makes use of a new user interface (iDrive 6.0), BMW Gesture Control, the latest generation of Head-Up Display, Remote 3D View and an improved Voice Control with natural voice input, marking a new era of personalized connectivity. The BMW 5 Series is the most innovative BMW 5 Series to date, combining unique driving dynamics using Remote Control Parking and Advanced Driver Assistance Systems clearing the way towards semi-automated driving. “BMW has long been a pioneer in advanced Human Machine Interface (HMI) technologies and the new 5 Series brings together everything we have learned in our 100 year history. It is truly an honor to receive this prestigious award from EyesOnDesign for the Best Designed User Experience on the all-new BMW 5 Series.” said Ludwig Willisch, President and CEO of BMW of North America.

Starting at \$51,200 plus destination and handling, the all-new BMW 5 Series will be available at U.S. dealers in February 2017.

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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based 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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 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.

Information about BMW products is available to consumers via the Internet at:

www.bmwusa.com.

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