

It's official.  
BMW: the ultimate fleet driving machines.

BMW  
Corporate Sales



Dear Jonathan,

2008 is already proving to be a successful year for BMW with increased fleet sales and a strong order bank thanks to BMW EfficientDynamics technology and a number of exciting new models. We were delighted to build on this excellent start with the honour of an unprecedented five awards for a premium manufacturer at the Fleet News Awards 2008, the industry's premier event.

The judging panel recognised that BMW and BMW EfficientDynamics technology offer a unique proposition: lower emissions, higher fuel economy allied to uncompromised performance, resulting in extremely competitive wholelife costs.

The reductions in CO2 emissions and the company-wide commitment to limiting environmental impact resulted in the coveted new 'Headline' Environmental Award alongside accolades for our key fleet products.

## Roll of honour: BMW Fleet News Awards 2008



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### Fleet News Environmental Award: BMW

"The judges were amazed by the quotes from road testers and other experts that show big reductions in CO2 emissions without compromise in performance, quality or driver appeal."

### Fleet News Best Small Premium Car: BMW 1 Series

"Most important of all was the adoption of BMW EfficientDynamics technology which provides some startlingly low CO2 figures while maintaining performance levels."

### Fleet News Best Large Premium Car: BMW 3 Series

"BMW EfficientDynamics technology has played a major part, improving on what was already a winning package and making it even more attractive to fleet managers and drivers by lowering emissions and raising fuel economy."

### Fleet News Best Executive Car: BMW 5 Series

"The 5 Series has been improved upon this year thanks to BMW EfficientDynamics technology. It adds up to a package that its rivals cannot compete with."

### Fleet News Best SUV: BMW X5

"Two of the best large-capacity turbodiesel engines on the market, which offer performance, frugality and refinement."

The number of honours awarded is testimony to the appeal BMW products have to the fleet audience. If you would like to find out more information please contact the Corporate Sales team on 0800 777 113 or email [corporatesales@bmw.co.uk](mailto:corporatesales@bmw.co.uk)

Yours sincerely,

[The responsible choice: BMW EfficientDynamics](#) ▶

**Chris Brownridge**  
Corporate Operations Manager

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