

AUTOMOTIVE

BMW takes cake for best luxury vehicle at World Car Awards

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BMW won out over competitors such as Mercedes-Benz and Lexus. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is celebrating gaining a best-in-class recognition.

A jury of experts from the World Car Awards honored the company's 5 Series models with the title of World Luxury Car 2024, making it the top dog in the high-end segment over the past 12 months. Announced this week at the New York International Auto Show, the prize is the latest bestowed upon the manufacturer from the organization.

"We are very pleased to receive this prestigious award," said Bernd Krber, SVP of brand and product management at **BMW**, in a statement.

"The verdict of the international jury shows that our strong-character products with their typical BMW qualities convince and inspire demanding target groups all over the world."

Stiff competition

The ceremony was broadcast globally on March 27, with 13 cars in contention for the top luxury title.

Winning over a majority of the more than 100-person jury comprised of a collection of automotive journalists from 30 countries the 5 Series fended off 12 other contestants from various brands. Three vehicles in the finals were from fellow German automaker Mercedes-Benz, with Toyota Corp.'s Lexus filling in the last of the five top spots.



BMW has claimed the main Car of the Year award three times. Image credit: BMW

Beyond winning the award, the 5 Series also drove sales for BMW in 2023 ([see story](#)), being a large part of the company's electrification push the i5 is an in-demand hybrid model.

Since the World Car Awards' inception 20 years ago, BMW has won nine titles including this year's prize across categories, from luxury to performance to the top selection of Car of the Year.

Other automakers have also been receiving meaningful recognition around the globe, with British automaker Bentley recently claiming the title of Britain's Most Admired Automotive Manufacturer ([see story](#)).

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