

Media Information

7 July 2023

## **Strong momentum in Q2: Double-digit sales growth (+11.3%), BEV deliveries more than doubled again**

- BMW Group posts significant second-quarter sales growth (+11.3%)
- Deliveries of fully-electric BMW vehicles more than doubled again: BMW Group +117.5%; brand BMW +150.7%
- BMW brand continues to be No. 1 in worldwide premium segment
- Sales increase across all key regions
- Pieter Nota: "We have the right products on the market. The BMW Group will continue its successful electromobility ramp-up in the second half of the year."

**Munich.** The BMW Group delivered a total of 88,289 fully-electric BMW and MINI vehicles to customers in the second quarter of 2023 – and once again succeeded in more than doubling its BEV sales from the same period of last year (+117.5%). All major regions saw significant sales growth for fully-electric models – underlining the wide appeal of these models to customers worldwide.

"Strong sales development in general and especially for our fully-electric vehicles, shows that we have the right products on the market at the right time. The BMW Group will continue its successful ramp-up of electromobility at a high pace in the second half of the year," said Pieter Nota, member of the Board of Management of BMW AG responsible for Customer, Brands and Sales. "We are winning over customers worldwide with our young and attractive product line-up. Due to our diverse offering – ranging from highly efficient combustion engines to fully electric models – we are addressing the wide variety of customer needs around the globe in an ideal way," Nota added.



The BMW Group delivered a total of 626,726 BMW, MINI and Rolls-Royce vehicles to customers in the second quarter, achieving significant year-on-year growth of +11.3% for the company. For the first half-year as a whole, BMW Group sales climbed to 1,214,864 units (+4.7%).

### **BMW remains No. 1 in global premium segment**

In the second quarter, the BMW brand delivered 553,369 vehicles to customers worldwide – an increase of +11.5% compared to the same period of the previous year. Thanks to its attractive product line-up, the brand enjoyed strong demand and confirmed its position as No. 1 in the global premium segment again.

The BMW brand's fully-electric vehicles performed particularly well in the second quarter, once again more than doubling deliveries from the same period of 2022 (+150.7%). Between April and June, 77,948 fully-electric BMW vehicles were delivered to customers worldwide.

The new 7 Series models, with the fully-electric BMW i7\* and the new BMW X7, proved especially popular, as did the BMW 4 Series, and particularly the fully-electric BMW i4\*. There is also strong demand for the BMW X5, for which production capacity was greatly expanded last year. Since April 2022, the globally successful luxury-class model has been manufactured at Plant Dadong for the Chinese market, as well as at the US plant in Spartanburg.

The company has also received very positive customer feedback on the new BMW 5 Series range and especially the fully-electric BMW i5\*. The world's most successful business sedan, which will be released in October 2023, is more dynamic than ever, with a wealth of digital innovations and, for the first time, also fully-electric. With the



launch of the BMW i5, the BMW Group will have a fully-electric offer in each of its core segments.

Furthermore, the BMW Group will become the first automotive manufacturer in Germany to offer a system for partially automated driving at speeds up to 130 km/h in the new BMW 5 Series. The new Highway Assistant allows the driver to take their hands off the steering wheel while driving and put them in a comfortable position. The latest version of the BMW Highway Assistant, available for the first time in the new BMW 5 Series Sedan, will also be complemented by a world first: the Active Lane Change Assistant with eye confirmation.

The market introduction of the new BMW 5 Series Sedan also marks a new chapter in customer service. The new Proactive Care platform uses artificial intelligence to identify the vehicle's service needs and offer the customer solutions proactively.

### **BMW M on growth path with M2\* and XM\* sales launch**

With 48,257 units sold in the second quarter of 2023, BMW M GmbH posted year-on-year growth of +14.5% and consolidated its position in the high-performance automotive sector. The recently released BMW M2 is receiving very positive feedback from customers. In addition, the BMW XM appeals to customers through a combination of ultimate driving pleasure and expressive design. BMW M GmbH's top model is currently being rolled out across markets worldwide. Two more fully-electric BMW M Performance models, the BMW i5 M60\* Sedan and the BMW i7 M70\*, are also in the starting blocks for the second half of the year.

**MINI posts significant second-quarter sales growth**

The MINI brand delivered 71,816 vehicles to customers in the second quarter – an increase of +10.2% year-on-year. During the same period, sales of the brand's fully-electric vehicles were up +8.8%. Since last year, its most popular model has been the fully-electric MINI Cooper SE\*. The MINI product line-up now also includes the first fully-electric MINI Cooper SE Convertible.

**Rolls-Royce demand remains high**

Rolls-Royce Motor Cars has reported sales of 3,181 cars in the first half of 2023 (-0.3%), in which production of Wraith and Dawn was ceased. Demand remains strong: the fully-electric Rolls-Royce Spectre super coupé, in particular, has exceeded high expectations, with an order book that already reaches to the end of 2024. The first client deliveries of Rolls-Royce Spectre will occur in the fourth quarter of 2023. By the end of 2030, Rolls-Royce will offer only fully-electric vehicles.

**BMW Motorrad: Second-quarter 2023 sales confirm high customer demand**

BMW Motorrad delivered a total of 64,936 motorcycles to customers between April and June of its 2023 centenary year (+8.0%). Building on the previous all-time high it posted for the first three months of the year, strong customer demand for BMW Group motorcycles and scooters continued in the second quarter. The attractive product range, with the successful market launch of new models, like the Power Roadster M 1000 R, lays the foundation for BMW Motorrad's success.

**BMW & MINI sales in the regions/markets**

In **China**, the BMW Group sold a total of 197,807 BMW and MINI vehicles in the second quarter and sales were thus +16.2% higher than for the same period of last year.

In the **US**, 95,533 BMW and MINI vehicles were delivered to customers between April and June of this year – an increase of +13.7%.

In **Europe**, sales of BMW and MINI vehicles totalled 232,706 units for the second quarter (+9.0%).

In **Germany**, 76,962 BMW and MINI vehicles were registered during this period.

### BMW Group sales in Q2/YTD June 2023 at a glance

	2nd Quarter 2023	Compared with previous year %	YTD June 2023	Compared with previous year %
<b>BMW Group Automotive</b>	626,726	+11.3%	1,214,864	+4.7%
<b>BMW</b>	553,369	+11.5%	1,071,326	+5.4%
- BMW M GmbH	48,257	+14.5%	94,687	+16.6%
<b>MINI</b>	71,816	+10.2%	140,357	-0.2%
<b>BMW Group electrified<sup>1</sup></b>	134,982	+42.4%	245,468	+33.1%
<b>BMW Group BEV</b>	88,289	+117.5%	152,936	+101.5%
<b>Rolls-Royce</b>	1,541	-1.7%	3,181	-0.3%
<b>BMW Motorrad</b>	64,936	+8.0%	112,871	+4.9%

<sup>1</sup>BEVs and PHEVs

### BMW & MINI sales in the regions/markets

	2nd Quarter 2023	Compared with previous year %	YTD June 2023	Compared with previous year %
<b>Europe</b>	232,706	+9.0%	448,623	+3.5%
<b>Germany<sup>2</sup></b>	76,962	+22.5%	134,578	+8.0%
<b>Asia</b>	260,481	+13.4%	511,628	+3.6%
<b>China</b>	197,807	+16.2%	392,580	+3.7%
<b>Americas</b>	117,319	+11.6%	224,686	+10.2%
<b>USA</b>	95,533	+13.7%	185,283	+12.5%

<sup>2</sup>Provisional registration figures



The delivery figures reported in this press release are provisional and may change up until the quarterly statement to 30 June 2023 is published. Notes on how delivery figures are prepared can be found in the BMW Group Report 2022 on p. 67.

## Corporate Communications

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**\*Fuel consumption and emissions data:****BMW i7 xDrive60:** Power consumption in kWh/100 km combined: 19.6-18.4 WLTP**BMW i4 eDrive35:** Power consumption in kWh/100 km: - (NEDC)/18.7-15.8 (WLTP); electric range (WLTP) in km: 406-483**BMW i5 eDrive40:** Power consumption in kWh/100 km: - (NEDC)/18.9-15.9 (WLTP); electric range (WLTP) in km: 497-582**BMW M2 Coupé:** Fuel consumption in l/100km (combined): 10.2-10.0 [9.8-9.6] (WLTP); CO2 emissions in g/km (combined): 230-226 [222-218] (WLTP), The figures in brackets refer to the vehicle with 8-speed Steptronic transmission.**BMW XM:** Fuel consumption weighted, combined in l/100 km: - (NEDC)/1.6-1.4 (WLTP); CO2 emissions weighted, combined in g/km: - (NEDC)/36-32 (WLTP); power consumption weighted, combined in kWh/100 km: - (NEDC)/301-28.6 (WLTP); electric range (WLTP) in km: 82-90**BMW i5 M60 xDrive:** Power consumption combined in WLTP cycle: 20.6 – 18.2 kWh/100 km. Electric range in WLTP cycle: 455 – 516 km**BMW i7 M70 xDrive:** Electric power consumption in kWh/100 km (combined): 23.8-20.8 (WLTP); CO2 emissions in g/km (combined): 0 (WLTP); Electric range in km: 488-560 (WLTP)**MINI Cooper SE Countryman ALL4:** Fuel consumption in l/100 km: 2.1-1.9 (NEDC), 2.1-1.7 (WLTP); power consumption in kWh/100 km combined: 14.8-14.1 (NEDC), 15.9-14.8 (WLTP); CO2 emissions in g/km combined: 48-44 (NEDC), 47-39 (WLTP)

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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