

Media Information  
10 July 2024

## **BMW Group posts strong growth in fully-electric vehicles and upper premium segment in first half of 2024**

- Deliveries of fully-electric BMW vehicles grow by +34.1% in the first half of the year
- Sales of BMW brand up +2.3% globally
- Worldwide deliveries by the BMW Group totaled 1,213,359 units
- Sales growth in Europe and North America

**Munich.** With 179,557 fully electric vehicles delivered, the BMW brand achieved a +34.1% increase in BEV sales in the first half of 2024 compared to the previous year. Overall, the BMW brand grew by +2.3% compared to the previous year's period with 1,096,486 units sold in the first half of the year. The brand thereby outperformed its traditional competitors and managed to significantly gain market share in Europe. In total, the BMW Group delivered 1,213,359 vehicles of the BMW, MINI and Rolls-Royce brands in the first half of the year.

**"In the first six months of the year, we saw double-digit growth of our fully-electric vehicles and models from the upper premium segment,"** said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales.

**"Despite a challenging market environment, we increased sales for the BMW brand in the first half of the year, thanks to our attractive product portfolio. The strong commitment of our BMW Group employees and our robust global retail network have made a significant contribution in this regard,"** said Jochen Goller.

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For the **BMW** brand, models from the upper premium segment are becoming increasingly popular with customers, in addition to fully-electric models. The BMW 7 Series achieved a sales growth of +22% in the first half of the year compared to the same period last year. Also, the BMW X1 and the BMW 3 Series saw strong growth



compared to the previous year. **BMW M GmbH** also performed well, generating a great deal of interest when it unveiled the first M5\* high-performance sedan with electrified drive train in June. With a total of 99,517 vehicles sold, BMW M recorded a sales growth of +5.1%. With the continuing model changeover of its complete product portfolio, the **MINI** brand delivered 114,054 vehicles in the first half-year. This includes the first MINI Cooper\* cars from the New MINI Family, which received a very good response from customers. The further ramp-up of the MINI Cooper and MINI Countryman\*, as well as the market launch of the MINI Aceman\*, will provide positive momentum in the second half of the year. A highlight for the **Rolls-Royce** brand was the launch of the Rolls-Royce Cullinan Series II\* – the most in-demand Rolls-Royce model in the brand's product portfolio. In the first half-year, the Rolls-Royce brand delivered a total of 2,819 motor cars to customers worldwide. **BMW Motorrad** handed over 113,072 motorcycles and scooters to customers worldwide during the same period.

The BMW Group is looking forward to the second half of 2024 with confidence. This is underpinned by the full availability of the BMW 5 Series models – including the new BMW 5 Series Touring\* and the first BMW i5 Touring\*, as well as the ongoing market launch of the New MINI Family. By providing a variety of drive train technologies across the product portfolio of the BMW, MINI and Rolls-Royce brands, as well as a high level of flexibility, the BMW Group is well positioned to meet varying customer preferences worldwide.

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**BMW Group sales in Q2/YTD June 2024 at a glance**

|  | 2nd Quarter 2024 | Compared with previous year % | YTD June 2024 | Compared with previous year % |
|--|------------------|-------------------------------|---------------|-------------------------------|
| <b>BMW Group Automotive</b>              | 618,826          | -1.3%                         | 1,213,359     | -0.1%                         |
| <b>BMW</b>                               | 565,553          | +2.2%                         | 1,096,486     | +2.3%                         |
| <b>- BMW M GmbH</b>                      | 51,418           | +6.6%                         | 99,517        | +5.1%                         |
| <b>MINI</b>                              | 51,979           | -27.6%                        | 114,054       | -18.7%                        |
| <b>BMW Group electrified<sup>1</sup></b> | 146,483          | +8.5%                         | 269,065       | +9.6%                         |
| <b>BMW Group BEV</b>                     | 107,933          | +22.2%                        | 190,622       | +24.6%                        |
| <b>Rolls-Royce</b>                       | 1,294            | -16.0%                        | 2,819         | -11.4%                        |
| <b>BMW Motorrad</b>                      | 66,638           | +2.6%                         | 113,072       | +0.2%                         |

<sup>1</sup>BEVs and PHEVs

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

|                            | 2nd Quarter 2024 | Compared with previous year % | YTD June 2024 | Compared with previous year % |
|----------------------------|------------------|-------------------------------|---------------|-------------------------------|
| <b>Europe</b>              | 232,472          | -0.1%                         | 460,144       | +2.6%                         |
| <b>Germany<sup>2</sup></b> | 68,351           | -11.5%                        | 130,451       | -3.3%                         |
| <b>Asia</b>                | 249,357          | -4.3%                         | 493,364       | -3.6%                         |
| <b>China</b>               | 188,495          | -4.7%                         | 375,947       | -4.2%                         |
| <b>Americas</b>            | 120,822          | +3.0%                         | 229,302       | +2.1%                         |
| <b>USA</b>                 | 97,135           | +1.7%                         | 187,979       | +1.5%                         |

<sup>2</sup>Provisional registration figures

The delivery figures reported in this press release are provisional and may change up until the BMW Group Report 2024 is published. Notes on how delivery figures are prepared can be found in the BMW Group Report 2023 on p. 330.

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**\*Fuel consumption and emissions data:****BMW M5 Limousine mit M xDrive:** energy consumption combined: 25,5 kWh/100 km and 1,7 l/100 km (WLTP); CO2 emissions combined: 39 g/km (WLTP); CO2 class: G**MINI Cooper E:** WLTP energy consumption combined: 14,3 kWh/100 km; WLTP CO2 emissions combined: 0 g/km; CO2 class: A; WLTP electric range: 293 - 305 km**MINI Aceman E:** WLTP energy consumption combined: 14,7 kWh/100 km; WLTP CO2 emissions combined: 0 g/km; CO2 class: A; WLTP electric range: 289 - 309 km**MINI Countryman E:** WLTP energy consumption combined: 17,4 kWh/100 km; WLTP CO2 emissions combined: 0 g/km; CO2 class: A; WLTP electric range: 423 - 462 km**Rolls-Royce Cullinan Series II:** WLTP energy consumption combined: 380-363 g/km; WLTP CO2 emissions combined: 16.8-17.7 mpg / 16.8-16.0 l/100km; CO2 class: G**BMW 520d Touring:** energy consumption combined: 5,9 l/100 km (WLTP); CO2 emissions combined: 154 g/km (WLTP); CO2 class: E**BMW i5 eDrive40 Limousine:** energy consumption combined: 16,3 kWh/100 km (WLTP); CO2 emissions combined: 0 g/km (WLTP); CO2 class: A; electric range: 571 km (WLTP); performance: 250 kW (340 PS)**BMW Group Corporate Communications**

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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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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

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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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