

Media Information
10 October 2024

BMW Group posts significant BEV growth in challenging market conditions

- BMW Group: Deliveries of fully-electric vehicles climb +19.1% in first nine months
- BMW Group delivers total of 1,754,158 units worldwide in YTD September (-4.5%) – largely due to IBS delivery stops in Q3 and ongoing weak demand in China
- BMW brand achieves strong sales growth in Europe, gains market share
- MINI brand reports higher Q3 sales of fully-electric models

Munich. In a globally challenging market, the BMW Group increased its sales of fully-electric vehicles by +19,1% in the first nine months of 2024, with a total of 294,054 BEVs delivered to customers. During this period, BMW brand sales of fully-electric models rose by +22.6% to 266,151 vehicles. The MINI brand also grew its fully-electric vehicle sales by +54.3% in the third quarter, delivering 16,536 BEVs to customers.

“Our fully-electric vehicles are winning over customers worldwide – as shown by the significant double-digit growth in our BEV sales during the first nine months of the year,” said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales. **“We also grew our sales in the Europe region. Our attractive model line-up, which is designed for technology openness, gained traction in the marketplace, despite the challenging conditions overall. The BMW brand captured market share in Europe and significantly outperformed the region's total market,”** Goller continued.

In Europe, the BMW brand delivered 577,803 vehicles to customers between January and the end of September (+7.6%), with particularly high demand in countries including



the UK, Italy and France. The BMW brand's fully-electric models also performed exceptionally well in the European region, with 121,844 vehicles delivered to customers – an increase of +35.8%.

The BMW Group delivered a total of 1,754,158 BMW, MINI and Rolls-Royce vehicles to customers in the year to the end of September (-4.5%). This downward trend can be partly attributed to delivery stops associated with the supplied Integrated Braking System (IBS), which significantly impacted the third quarter, as well as the difficult market environment in China. In light of this development, on 10 Sept. 2024, BMW AG revised its sales targets for the financial year 2024.

Between January and September, the **BMW brand** experienced strong demand for its fully-electric models, with a total of 266,151 (+22.6%) vehicles sold. Most notably, the BMW iX1* and BMW i4* showed positive sales development. The BMW brand sold a total of 1,583,485 vehicles (-2.3%) in the year to the end of September. **BMW M GmbH** delivered 146,574 vehicles in the first nine months of 2024 (+2.0%), with growth driven by the BMW M2* and BMW M3 Touring* models, among others. The **MINI** brand, which is updating its entire portfolio this year, delivered a total of 166,703 (-20.9%) vehicles to customers in the year to the end of September. In the third quarter, fully-electric MINI models were particularly in demand, with 16,536 vehicles delivered to customers, representing growth of +54.3%. In the first nine months of this year, the **Rolls-Royce** brand presented a total of 3,970 motor cars to their new owners worldwide (-12.8%).

Between January and September, **BMW Motorrad** delivered 163,436 (-0.9%) motorcycles and scooters to customers.

BMW Group sales in Q3/YTD September 2024 at a glance

	3rd Quarter 2024	Compared with previous year %	YTD September 2024	Compared with previous year %
BMW Group Automotive	540,882	-13.0%	1,754,158	-4.5%
BMW	487,062	-11.4%	1,583,485	-2.3%
- BMW M GmbH	47,057	-3.9%	146,574	+2.0%
MINI	52,669	-25.2%	166,703	-20.9%
BMW Group electrified¹	140,065	+0.1%	409,122	+6.2%
BMW Group BEV	103,440	+10.1%	294,054	+19.1%
Rolls-Royce	1,151	-16.2%	3,970	-12.8%
BMW Motorrad	50,364	-3.2%	163,436	-0.9%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	3rd Quarter 2024	Compared with previous year %	YTD September 2024	Compared with previous year %
Europe	219,269	-1.0%	679,432	+1.4%
Germany²	64,846	-8.8%	195,381	-5.1%
Asia	205,987	-24.1%	699,262	-10.7%
China	147,691	-29.8%	523,638	-13.1%
Americas	101,256	-10.7%	330,546	-2.2%
USA	83,412	-9.2%	271,399	-2.1%

²Provisional 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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Page

4

Fuel consumption and emissions data:*BMW iX1 eDrive20:** energy consumption combined: 15,4 kWh/100 km (WLTP); CO2 emissions combined: 0 g/km (WLTP); CO2 class: A; electrical range: 474 km (WLTP); power: 150 kW (204 PS)**BMW i4 eDrive40 Gran Coupé:** energy consumption combined: 18,6 kWh/100 km (WLTP); CO2 emissions combined: 0 g/km (WLTP); CO2 class: A**BMW M2:** energy consumption combined: in l/100 km 10,2–9,8; CO2 emissions combined: in g/km 231–222; CO2 class: G**BMW M3 Competition Touring mit M xDrive:** energy consumption combined: 10,4 l/100 km (WLTP); CO2 emissions combined: 235 g/km (WLTP); CO2 class: G**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, from the supply chain through production to the end of the use phase of all products.

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