

Media Information
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BMW Group posts third-quarter sales growth

- BMW Group deliveries up +8.8% in third quarter
- Electrified vehicle sales continue to rise
- Strong growth for MINI brand
- Jochen Goller: **"BMW Group reports slight sales increase for YTD September"**

Munich. The BMW Group maintained its growth trajectory in the third quarter, with customer deliveries rising by +8.8%. This also reflects the positive impact of the base effect from a weaker prior-year quarter. From January to September 2025, the BMW Group delivered a total of around 1.8 million BMW, MINI and Rolls-Royce vehicles to customers, achieving slight sales growth of +2.4%. During the same period, the company increased sales of fully-electric vehicles by +10.0% to 323,447 units. Between January and September, the BMW Group delivered a total of 470,313 electrified vehicles (BEV and PHEV) to customers (+15.0%).

"The BMW Group reported a slight sales increase for the year to the end of September. The strong sales performance in Europe and the Americas, as well as for the MINI brand, is particularly encouraging. Demand for our wide range of electrified vehicles also remains strong," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales.

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The **BMW** brand sold 514,620 vehicles in the third quarter (+ 5.7%). In the year to the end of September, sales were in line with the previous year (+0.1%), with a total of 1,585,580 units delivered to customers, including 395,998 electrified vehicles (+4.5%). The brand continued to increase sales across all regions outside of China, achieving particularly strong growth in the Europe and Americas regions, while the



targeted sales increase in the Chinese market did not materialize as expected. BMW plug-in hybrids are in high demand. As a result, the brand increased its global deliveries of vehicles with this drive technology by +30.2% compared to the previous year.

Between January and September, **BMW M GmbH** delivered 158,182 units to customers, up +7.9% year-on-year. Following its most successful half-year ever, BMW M GmbH reported another strong third quarter, with sales rising 11,0% to 52,220 units.

The **MINI** brand remained on track for growth with the New MINI Family: In the third quarter, the brand delivered 72,376 units – an increase of +37.5%. From January to September, 206,214 vehicles were sold worldwide (+23.7%). During this period, MINI reported growth across all sales regions.

In the YTD September, the **Rolls-Royce brand** delivered 4,100 motor cars to customers – +3.3% more than during the same period of last year. In the first nine months of the year, **BMW Motorrad** delivered a total of 159,156 motorcycles and scooters to customers (-2.6%). In the third quarter, BMW Motorrad increased its deliveries to 53,247 units, a rise of +5.7%.

BMW Group sales in Q3/YTD September 2025 at a glance

	3rd Quarter 2025	Compared with previous year %	YTD September 2025	Compared with previous year %
BMW Group Automotive	588,300	+8.8%	1,795,894	+2.4%
BMW	514,620	+5.7%	1,585,580	+0.1%
- BMW M GmbH	52,220	+11.0%	158,182	+7.9%
MINI	72,376	+37.5%	206,214	+23.7%
BMW Group electrified¹	151,282	+8.0%	470,313	+15.0%
BMW Group BEV	102,864	-0.6%	323,447	+10.0%
Rolls-Royce	1,304	+13.3%	4,100	+3.3%
BMW Motorrad	53,247	+5.7%	159,156	-2.6%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	3rd Quarter 2025	Compared with previous year %	YTD September 2025	Compared with previous year %
Europe	239,620	+9.3%	737,641	+8.6%
Germany²	72,939	+12.3%	208,218	+6.5%
Asia	206,156	+0.0%	644,429	-7.9%
China	147,121	-0.4%	464,971	-11.2%
Americas	125,944	+24.4%	363,101	+9.8%
USA	104,163	+24.9%	297,247	+9.5%

²Provisional registration figures

The delivery figures reported in this press release are provisional and may change up until the BMW Group Report 2025 is published. Notes on how delivery figures are prepared can be found in the BMW Group Report 2024 on p. 427.

**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 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 2024, the BMW Group sold 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key component of the BMW Group's corporate strategy – from the supply chain through production to the end of the use phase of all products.

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