

MINI CORPORATE COMMUNICATIONS

Media information

19 January 2023

Electrified MINI models record strongest sales growth since market launch.



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Newly developed markets in the Asian region demonstrate the growing enthusiasm worldwide for typical MINI driving pleasure. In its British homeland, the premium brand set a new record with more than 46,000 registrations. In total, MINI registered 292,923 new models worldwide last year.

Munich. The boom in demand for electrified MINI vehicles continued also in 2022. With a 25.5 percent increase in sales compared to 2021 and 43,744 units sold worldwide, the all-electric MINI Cooper SE (electricity consumption combined: 17.6 - 15.2 kWh/100 km according to WLTP; CO2 emissions combined: 0 g/km), a locally emission-free vehicle, is by far the most popular MINI model.

Purely electric vehicles already account for 15 percent of total global sales and have risen again in Europe with over 27,000 units of the MINI Electric sold in 2022. This means that the MINI Cooper SE already accounts for 22 percent of

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total sales. Germany, France and the UK in particular recorded strong sales growth for the MINI Electric. The all-electric MINI 3-door recorded the largest share of total sales in Scandinavia, at 45 percent.

In 2022, MINI further expanded its global offering for locally emission-free premium mobility with the sales launch of the all-electric MINI Cooper SE in Korea. These developments are evidence of the continued strong interest of the global MINI community in locally emission-free electric mobility.

"The continued success of MINI models with electric drive confirms the brand's path to an all-electric future. With a clear focus on sustainability with a minimal environmental footprint, MINI is attracting more and more customers worldwide who enjoy the electrified go-kart feeling," says Stefanie Wurst, Head of MINI.

Focus on new markets and target groups successful.

Strategic development with a focus on new markets and target groups is bringing strong growth for MINI in 2022. Sales in Japan, for example, were 7 percent higher than the previous year, with 19,530 units sold. In addition, the markets in India, Thailand, Malaysia, Indonesia, Vietnam and New Zealand also saw strong growth, ending 2022 with the highest sales figures to date.

MINI is also demonstrating BIG LOVE for the Planet and expanding its social commitment worldwide. In the United Kingdom MINI, together with its dealers and the MINI community, donated over 680,000 euros to charitable organizations in the UK last year under the slogan "we help to spread BIG LOVE".

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John Cooper Works brand with renewed record sales.

For the top performers of the John Cooper Works brand, the past year once again brought record sales. 23,005 models sold worldwide represent an increase of 8.9 percent on the already strong previous year. The highest growth rates were recorded in the American market with 52 percent. The performance-enhanced MINI models also achieved their highest sales figures to date in Germany, Japan and Korea.

With a total of 10,372 units sold, the MINI JCW 3-door remains the most popular model among the top sports cars. 4,639 new vehicles were accounted for by the MINI John Cooper Works Countryman (fuel consumption combined: 8.3 - 7.6 l/100 km, CO2 emissions combined: 188 - 173 g/km according to WLTP), 4,220 units to the MINI John Cooper Works Convertible (fuel consumption combined: 7.4 - 7.1 l/100 km, CO2 emissions combined: 168 - 161 g/km according to WLTP) and 3,750 units sold to the MINI John Cooper Works Clubman (fuel consumption combined: 7.9 - 7.4 l/100 km, CO2 emissions combined: 180 - 168 g/km according to WLTP).

Highest market share to date for MINI in the UK.

With 46,757 units sold and a 2.84 percent market share, the UK remains the most important sales market for MINI in 2022. Here, the all-electric MINI models showed the strongest performance to date with 7,500 new registrations and 11 percent sales growth. Germany remains the second-largest market for MINI with 40,251 units sold, followed by the USA (29,504 units). In Europe, the markets in Austria (+ 7.6 percent), Italy (+ 1.7 percent) and France (+ 1.0 percent) also recorded growth.



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Fuel consumption, CO₂ emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at www.bmw.de/wltp.

For further details of the official fuel consumption figures and official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars", available at sales outlets free of charge, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



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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 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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