

Media Information

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BMW Group maintains BEV growth path in challenging market situation in 2024

- BMW Group: Significant +13.5% sales growth in fully-electric vehicles
- With over 2.45 million units delivered, BMW Group meets adjusted sales target for 2024
- BMW brand increases sales in selected regions, gains market shares and maintains position as global segment leader
- Jochen Goller: **"BEV growth to continue in 2025"**

Munich. The BMW Group managed to continue its growth path in 2024, delivering a total of 426,594 fully-electric vehicles to customers and achieving BEV-sales growth of +13.5%. Both BMW and MINI brands posted double-digit BEV growth, with 368,523 (+11.6%) and 56,181 (+24.3%) fully-electric vehicles delivered to customers, respectively. The Rolls-Royce brand also recorded significant growth with 1,890 BEV vehicles delivered (+479.6%). The BMW brand managed to increase deliveries across all vehicle drivetrains in all sales regions outside of China.

"The BMW Group is maintaining its growth trajectory for fully-electric vehicles amid challenging market conditions. This is reflected in both the significant sales growth for fully-electric vehicles and the clear rise in new BEV orders in Europe," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales. **"We are confident we can maintain our BEV sales growth in 2025 with our strong and expanded product line-up,"** Goller continued.

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While BMW Group deliveries for the first half of 2024 were in line with the previous year, sales performance in the second half of the year was impacted by delivery stops in connection with the Integrated Brake System (IBS), as well as subdued demand in China. The BMW Group therefore adjusted its sales guidance for the full year. With a

total of 2,450,804 vehicles delivered to customers in 2024, the BMW Group achieved this new sales target. Electrified vehicles represented 24.2% of total BMW Group sales in 2024, with 593,215 units delivered to customers. Fully-electric vehicles accounted for 17.4% of total sales.

The **BMW** brand delivered 2,200,177 vehicles to customers in the full year 2024 (-2.3%). With its attractive product portfolio across all technologies, the brand maintained its position as the global leader in its segment. In the Europe region, the BMW brand expanded its market share, registering double-digit sales growth in Italy, France and the UK. The BMW brand also posted sales growth in the US. In Germany, despite a declining market for fully-electric vehicles, BMW saw growth in new BEV registrations.

With a total of 206,582 vehicles delivered to customers in 2024, **M GmbH** sales grew by +2.1%, reaching a new all-time high. The **MINI** brand, which updated its entire product range last year, sold 244,915 units worldwide (-17.1%). In the fourth quarter, the brand almost doubled its BEV sales year-on-year, with 29,698 fully-electric vehicles sold. The **Rolls-Royce** brand delivered 5,712 units to customers (-5.3%) in the full year. During the same period, **BMW Motorrad** sold 210,408 motorcycles and scooters (+0.6%) and thus achieved another record year.

BMW Group sales in Q4/YTD December 2024 at a glance

	4th Quarter 2024	Compared with previous year %	YTD December 2024	Compared with previous year %
BMW Group Automotive	696,647	-2.9%	2,450,804	-4.0%
BMW	616,674	-2.4%	2,200,177	-2.3%
- BMW M GmbH	60,015	+2.1%	206,582	+2.1%
MINI	78,231	-7.5%	244,915	-17.1%
BMW Group electrified¹	184,095	+2.0%	593,215	+4.8%
BMW Group BEV	132,542	+2.9%	426,594	+13.5%
Rolls-Royce	1,742	+17.9%	5,712	-5.3%
BMW Motorrad	46,972	+6.4	210,408	+0.6%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	4th Quarter 2024	Compared with previous year %	YTD December 2024	Compared with previous year %
Europe	267,846	-1.4%	947,235	+0.6%
Germany²	71,777	-5.8%	267,285	-5.3%
Asia	261,620	-8.8%	960,951	-10.2%
China	190,892	-14.0%	714,530	-13.4%
Americas	150,450	+5.8%	480,994	+0.2%
USA	126,257	+6.5%	397,652	+0.5%

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. 333.

**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 over 2.45 million passenger vehicles and more than 210,000 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 economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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