

Media Information
13 October 2026

BMW Group records third-quarter growth in Europe and the US

- BMW Group delivers over 1.7 million vehicles by end of September
- MINI brand posts 6.8% growth in first nine months of 2026
- Double-digit BEV sales growth year to date in Europe and Germany
- In Q3, one in three vehicles delivered in Europe was fully electric
- Jochen Goller: "Neue Klasse strengthens position for challenges ahead"

Munich. The BMW Group increased its sales in Europe and the US in the first nine months of the year, although business in China remained challenging. In Europe, deliveries rose by around +4.5%, while in the US, the company recorded growth of +3.4%. In the first nine months of the year, the BMW Group delivered more than 1.7 million vehicles to customers worldwide, representing a slight decline in sales (-4.9%).

"In difficult market conditions, we were able to hold our own in Europe and the US. The continued strength in new orders for our fully electric vehicles, in particular, confirms our course. The BMW iX3* is providing positive impetus for growth in the market, and we are also seeing strong customer interest in the new BMW 3 Series and BMW X5," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales. **"The product momentum generated by our Neue Klasse models and Neue Klasse technologies strengthens our position for the challenges ahead."**



Between July and the end of September 2026, the **BMW Group** delivered 110,257 fully electric vehicles worldwide (+7.2%). In Europe, one in three BMW Group vehicles delivered to customers during this period was fully electric (34.7%). BEV sales increased here disproportionately to 81,941 units (+37.5%). This also applies to Germany, where the BMW Group's fully electric models recorded exceptionally high growth (+38.5%).

The **BMW** brand delivered around 1.5 million vehicles to customers between January and the end of September (-6.4%). In Europe, the BMW brand reported growth of +1.4%. In the US, the BMW brand also increased its sales +4.3%, achieving growth in an overall declining market, driven by higher sales of BMW X models.

In China, the BMW brand's decline in sales (-21.2% YTD September) reflects the performance of the automotive market as a whole. The rollout of the China version of the new BMW iX3 will get underway there in November. **BMW M GmbH** delivered 148,510 vehicles (-6.1%) worldwide in the first nine months of 2026, with sales remaining stable in the declining Chinese market.

Since the start of the year, **MINI** has sold a total of 220,247 vehicles, increasing its deliveries by 6.8%. 37.2% of those vehicles were fully electric. This positive trend was partly driven by the John Cooper Works models and the MINI Paul Smith Edition*. Further impetus is expected from the new MINI Countryman Untamed Edition.

The **Rolls-Royce** brand delivered 3,592 vehicles to customers between January and September (-12.4%). In the first nine months of the year, **BMW Motorrad** sold 149,452 motorcycles and scooters to customers (-6.1%).

BMW Group sales in Q3/YTD September 2026 at a glance

	3rd Quarter 2026	Compared with previous year %	YTD September 2026	Compared with previous year %
BMW Group Automotive	551,072	-6.3%	1,707,799	-4.9%
BMW	479,291	-6.8%	1,483,960	-6.4%
- BMW M GmbH	48,915	-6.3%	148,510	-6.1%
MINI	70,712	-2.4%	220,247	+6.8%
BMW Group electrified¹	150,795	-0.3%	446,202	-5.1%
BMW Group BEV	110,257	+7.2%	314,552	-2.7%
Rolls-Royce	1,069	-18.0%	3,592	-12.4%
BMW Motorrad	46,605	-12.5%	149,452	-6.1%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	3rd Quar- ter 2026	Compared with previous year %	YTD September 2026	Compared with previous year %
Europe sales region	235,628	+2.7%	732,279	+4.5%
Germany²	74,697	+2.1%	224,149	+7.5%
China sales region	114,355	-24.8%	376,128	-21.8%
Americas sales region	129,190	+2.6%	373,234	+2.8%
USA	106,741	+2.5%	307,402	+3.4%
Fourth Pillar³ sales region	70,830	-10.8%	222,556	-10.0%

²Provisional registration figures

³Asia-Pacific, Eastern Europe, Middle East, Africa

The delivery figures reported in this press release are provisional and may change up until the BMW Group Report 2026 is published. Notes on how delivery figures are prepared can be found in the BMW Group Report 2025 on p. 427.

Questions and answers:**How many cars did the BMW Group deliver to customers in the first nine months of 2026?**

The BMW Group delivered a total of 1,707,799 vehicles between January and the end of September.

How did BMW Group sales perform in the first nine months of 2026?

Despite the challenging market conditions, the BMW Group achieved growth in Europe and the US. From January to September, deliveries increased by 4.5% in Europe and 3.4% in the US.

Why are you already declaring the new BMW iX3 a success?

The new BMW iX3 has reached more than 100,000 new orders in Europe within just one year. This makes it the most successful market launch of a BMW Group model to date and underscores its role as a driver of electromobility.

How successful are the BMW Group's electric cars?

In the third quarter of 2026, the BMW Group delivered 110,257 fully electric vehicles worldwide (+7.2% year-on-year). In Europe, BEV sales climbed 37.5% to 81,941 units. That means that one in three BMW Group vehicles delivered to customers was fully electric (34.7%).

***Fuel consumption/emissions data:**

BMW iX3 50 xDrive: energy consumption combined: 19.4-16.1 kWh/100 km; CO₂ emissions combined: 0 g/km; CO₂ class(es): A; electric range: 666-806 km

MINI Cooper SE: energy consumption combined: 14.7 kWh/100 km; CO₂ emissions combined: 0 g/km; CO₂ class: A; electric range: 385-400 km

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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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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