

Media Information
10 April 2025

BMW Group reports strong growth in Europe and US, with significant increase in BEV sales worldwide

- BMW Group delivers 586,149 vehicles in first quarter
- Sales growth in all regions except China
- BMW Group BEV sales significantly higher in Q1 (+32.4%)
- MINI brand achieves growth, with BEV share of 35.3%
- Jochen Goller: "Model offensive is making an impact, with significant growth in fully-electric vehicles and positive momentum from new MINI models."

Munich. With a total of 586,149 vehicles delivered to customers, the BMW Group's global deliveries were largely in line with the previous year (-1.4%), despite subdued demand in China. In the first three months of 2025, the BMW Group saw growth in Europe (+6.2%) and the US (+4.0%), in particular. Outside of China, growth reached +5.9%.

The BMW Group continues its successful e-mobility ramp-up in 2025, navigating a volatile market environment with an attractive product line-up. The BMW Group delivered a total of 109,516 fully-electric BMW, MINI and Rolls-Royce vehicles to customers worldwide in the first three months of the year (+32.4%). Sales of fully-electric vehicles saw particularly strong growth in Europe (+64.2%).

"The BMW Group's technology-open strategy is proving successful. Our products are winning over customers worldwide across all drive technologies, with positive momentum driven, in particular, by the new MINI models – especially the fully-electric variants. One in three MINIs sold in Europe and more than one out of every two sold in China were fully-electric," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales.

"We are feeling confident, thanks to significant growth in new orders across all drive technologies, particularly in our domestic market of Germany," added Goller.

The BMW Group is set to reach two important milestones worldwide in 2025: First, a total of three million electrified vehicles (BEVs and PHEVs) released onto the roads since the launch of the BMW i3 and BMW i8, and, second, 1.5 million fully-electric vehicles (BEVs) delivered to customers.

In the first quarter of 2025, the BMW brand sold 520,142 units worldwide. The brand increased deliveries across all sales regions outside of China, outperforming the total market in the Europe region and growing its sales in the US. The BMW brand also reported dynamic global sales growth for its fully-electric vehicles (+9.9%). Between January and March, 86,449 BMW BEVs were delivered to customers worldwide. M GmbH achieved sales growth of +5.0% in the first quarter, delivering a total of 50,494 vehicles. The main growth drivers were the high-performance BMW M5* sedan and M3* sports car, which are both in high demand across all regions.

The MINI brand, which updated its entire product range last year, sold 64,626 units worldwide – an increase of +4.1%. The brand's fully-electric models, in particular, achieved significant growth, reaching a BEV share of 35.3% in the first quarter.

The Rolls-Royce brand delivered 1,381 units to customers between January and March (-9.4%). During the same period, BMW Motorrad sold 44,609 motorcycles and scooters (-3.9%).

BMW Group sales in Q1/YTD March 2025 at a glance

	1st Quarter 2025	Compared with previous year %
BMW Group Automotive	586,149	-1.4%
BMW	520,142	-2.0%
BMW M GmbH	50,494	+5.0%
MINI	64,626	+4.1%
BMW Group electrified¹	157,495	+28.5%
BMW Group BEV	109,516	+32.4%
Rolls-Royce	1,381	-9.4%
BMW Motorrad	44,609	-3.9%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	1st Quarter 2025	Compared with previous year %
Europe	241,867	+6.2%
Germany²	61,264	-1.3%
Asia	214,203	-12.2%
China	155,195	-17.2%
Americas	114,313	+5.4%
USA	94,591	+4.1%

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.

Fuel consumption and emissions data:*BMW M5 sedan:** energy consumption weighted combined: 26,8 kWh/100 km and 1,9 l/100 km (WLTP);CO₂ emissions weighted combined: 43 g/km (WLTP); CO₂ class: unloaded battery G; weighted combined B**BMW M3 Competition sedan with M xDrive:** energy consumption combined: 10,2–10,1 l/100 km (WLTP);CO₂ emissions combined: 230–228 g/km (WLTP); CO₂ class: G**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 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 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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