

Media Information
27 August 2026

Neue Klasse accelerates growth in fully-electric vehicle sales: Milestone of two million achieved

- Two-millionth fully-electric handed over to new owner in August
- Total of around 3.5 million electrified vehicles delivered to customers
- First half of 2026: More than one in four vehicles sold worldwide was electrified
- Europe reaches BEV share of 28% in first half of 2026

Munich. The Neue Klasse is providing strong momentum for fully-electric vehicle sales: Two million BEVs have been handed over to customers since sales of the very first BMW i3 launched in late 2013. Including plug-in hybrids, a total of around 3.5 million electrified vehicles have been delivered to customers worldwide since 2013. In the first half of 2026, more than one in every four vehicles sold was electrified.

"Selling two million BEVs underlines how BMW and MINI models are winning over customers worldwide. In Europe, the positive development has continued since the market launch of the BMW iX3*, and we will soon be reaching the milestone of 100,000 new orders. This shows the tremendous importance of the Neue Klasse for the ongoing ramp-up of electromobility at the BMW Group," says Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales.

In the second quarter of 2026, European sales of BEV vehicles climbed steeply as availability of the BMW iX3 increased, with the company recording 38% growth to 81,445 units. In the first half of 2026, fully-electric vehicles accounted for around 28% of total sales on the company's home continent. Since the world premiere of the BMW iX3, one in three fully-electric BMW vehicles ordered in Europe has been a BMW iX3. Within the X3 family, one out of every two vehicles ordered is already a fully-electric iX3.

The two-millionth fully-electric vehicle, a BMW i5 M60 xDrive*, was produced at Plant Dingolfing and delivered to a customer in Spain. BMW Group Plant

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Munich began series production of the new BMW i3 in August. High demand is leading to a steep ramp-up curve at the plant. "The second Neue Klasse model, the BMW i3, is already seeing strong demand since orders opened ahead of its market launch," Goller continued.

With its wide range of BEVs and plug-in hybrids, the BMW Group is ideally equipped to meet customers' growing needs and continue to offer innovative, high-quality electric vehicles. The BMW Group laid the foundation for this more than 50 years ago as an e-mobility pioneer.

***Fuel consumption/emissions data:**

BMW iX3 50 xDrive: energy consumption combined: 18.1-15.1 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class(es): A

BMW i5 M60 xDrive Sedan: energy consumption combined: 19.5-19.4 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class(es): A

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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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