

Media Information

25 April 2024

BMW Group Asia tops new car sales in Singapore in Q1 2024.

Record breaking sales figures, expanding brand footprint and more customer engagements than ever before.

Singapore. Following a strong finish to 2023, BMW Group Asia today announced its leading position in the industry (BMW and MINI), premium segment (BMW) and premium EV segment (BMW) locally for the first three months of the year. The Q1 year-on-year growth figures are as follows:

Singapore:

- BMW: +51.5%
- BMW BEV: +151.5%
- MINI: +6.1%

BMW Group Asia region:

- BMW: +14.3%
- BMW BEV: +53.6%
- MINI: +6.5%

"We are proud that BMW Group Asia, BMW and MINI combined, is Singapore's number one choice across all brands," said Mr. Lars Nielsen, Managing Director, BMW Group Asia. "With close to 2,000 fully electric BMWs and MINIs being delivered to customers since 2014 locally, we have further strengthened our leadership in the premium EV segment. These achievements are the result of listening to our customers, implementing a consistent

strategy and working closely with our two dealer partners. BMW is known for being agile, innovative and dynamic. These are the same qualities that that guide our people day in, day out to maintain our course for a successful future."

Exciting new models.

Having a wide portfolio of models that cater to all lifestyles is part of the winning formula. In addition to launching the first-ever BMW iX1, all-new BMW X2, first-ever BMW i5 M60 xDrive, first-ever BMW X1 M35i xDrive and showcasing the MINI Concept Aceman at the Singapore Motorshow 2024 earlier in January, BMW Group Asia will also be introducing the following models in the coming months:

- New BMW 4 Series Coupe
- New BMW 4 Series Convertible
- New BMW M4 Competition Coupe with M xDrive
- New BMW M4 Competition Convertible with M xDrive
- New BMW i4
- First-ever BMW i5 Touring
- First-ever BMW iX2
- New MINI Cooper
- New MINI Countryman

Brand footprint expansion.

Purchasing a new BMW and MINI is always a joyous occasion. Caring for the vehicle ensures that this sense of joy is felt every time the driver gets behind the wheel. This year, customers will have greater convenience and flexibility when it comes to shopping or servicing their BMW and MINI with the planned opening of the following brand new retail/service concepts:

- Eurokars Auto Service Centre at 27A Tanjong Penjuru, opened in February 2024.
- Eurokars Auto BMW Showroom at 29 Leng Kee Road in 2024.
- Performance Motors BMW Showroom at 303 Alexandra Road in 2024.

- Eurokars Habitat MINI Showroom at 27 Leng Kee Road in 2024.

Immersive experiences.

Being a part of the BMW family opens doors to one-in-a-lifetime opportunities. Since the start of the year, customers have been treated to thrilling activities that reaffirm the brand's commitment to delivering the highest levels of innovation, hospitality and sportsmanship. One such example was having Singapore's top three golfers compete at the BMW Golf Cup World Final, the largest international amateur tournament series, that was held in Fancourt, George, South Africa.

Looking forward to Q2, invited customers can also immerse themselves in a first-of-its-kind dining experience in Singapore – 7 SENSES BY BMW – where guests will be transported into the world of Luxury BMW via specially curated food, beverages, music and fragrances.

Driving social impact.

BMW takes its corporate citizenship just as seriously as its core business. For this reason, the company has a history of supporting long-term programmes and educational projects that have a lasting impact on society throughout the world. Here in Singapore, BMW Group Asia has been working with the following organisations in the past couple of years to foster the spirit of social responsibility:

- School visits and EV showcases with EduTorque
 - More than ten years of experience educating the youths through specially crafted automotive courses and currently the leading provider of automotive youth programmes in Singapore.
- Volunteering with Meals-on-Wheels
 - A meal delivery programme that meets the daily needs of the home-bound elderly. The elderly, who usually live alone, depend on volunteers from TOUCH Home Care's Meals-on-Wheels to deliver their meals every day.
- Teaching children about sustainability with Life Community Services Society (LCSS)

- Life Student Care (LSC): Student care services in Hougang, Sengkang, and Yishun, with a programme emphasising on social, physical, intellectual, creative, emotional, and spiritual (moral) (SPICES) values.
- Internships with German European School Singapore (GESS)
 - With 1,850 students from 70 mostly European nationalities, GESS is the largest German school abroad in Asia and represents a significant cultural hub for the German-speaking and European community in Singapore.

"Evidently, the BMW ownership journey is filled with many amazing adventures and memories. Whether it be sports, culinary or social engagements, there is always something for everyone to enjoy. Being the bestselling premium automotive brand in Singapore shows that our products and efforts resonate with the community and encourages us to continue delivering experiences that last a lifetime," concluded Nielsen.

Established in 1985, BMW Group Asia is the regional hub overseeing the East Asia region comprising 14 markets including: Bangladesh, Brunei, Cambodia, Guam, Indonesia, Laos, Myanmar, Nepal, New Caledonia, Philippines, Singapore, Sri Lanka, Tahiti, and Vietnam.

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 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 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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