

Media Information
24 July 2024

BMW is leading premium brand in Singapore in H1 2024.

Record-breaking results powered by strong BEV growth.

Singapore. Following an outstanding finish to Q1 2024, BMW Group Asia today announced its leading position in the premium EV segment (BMW) with the doubling of BEV sales and achievement of 33.1% EV mix in Singapore for the first six months of the year. The H1 year-on-year growth figures are as follows:

Singapore:

- BMW: +51.3%
- BMW BEV: +179%

BMW Group Asia region:

- BMW: +9.6%
- BMW BEV: +118.9%
- BMW Luxury Class: +38.8%
- MINI: +17.6%

"We are proud that BMW is the top premium EV brand and second best-selling brand overall in Singapore during the first half of 2024," said Mr. Lars Nielsen, Managing Director, BMW Group Asia. "The future is electric and as we continue to expand our EV portfolio, customers have more options to make a seamless transition to electromobility. Our strong growth in Singapore and across the region is a testament to these groundbreaking vehicles and more importantly, the confidence that customers have placed in us."

Exciting new models.

Following the successful launch of the new BMW 4 Series and new BMW M4 in June, and the new MINI Cooper and new MINI Countryman in July, BMW Group Asia will also be introducing the following models in the coming months:

- **Internal combustion engine (ICE)**
 - All-new BMW M135
 - New BMW 2 Series Coupe
 - New BMW 3 Series
 - New BMW 4 Series Gran Coupe
 - All-new BMW X2 M35i
 - All-new BMW X3
- **Battery electric vehicle (BEV)**
 - New BMW i4
 - First-ever BMW i5 Touring
 - First-ever BMW iX2
 - First-ever MINI Aceman
- **BMW M**
 - New BMW M2
 - New BMW M3
 - New BMW M3 Touring
 - All-new BMW M5

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.

Premium customer experience.

Apart from offering high quality cars, delivering top notch support to customers during their ownership journey is just as important. Digitally, **BMW ConnectedDrive Upgrades** enable drivers to keep their vehicle up to date. Regular, free-of-charge, over-the-air software updates ensure that the vehicle receives functional extensions and improvements. In addition, there is the option to flexibly book extra features via upgrades available for purchase.

Another digital and contactless feature that drivers can enjoy is **BMW Proactive Care**. They will receive proactive, individual support in every situation from error messages to the next due service. How this works is, sensors in the vehicle detect the need for servicing or possible function issues at an early stage and transmit them to BMW.

Finally, should the need arise, **BMW Roadside Assistance** gives drivers peace of mind as they can turn to a competent contact 24 hours a day, 365 days a year. Whether by phone, email, a click in the iDrive menu or via the My BMW App, all customers are assured of a seamless experience so that they can focus on the things that matter the most to them.

BMW World of Golf 2024.

This year's edition is set to be the brand's largest one yet in Singapore. Eligible participants will compete across qualifying rounds for a spot at the BMW Golf Cup National Final, taking place from 4-6 September 2024 at Tanah Merah Country Club. The top three winners will go on to represent Team Singapore in a once-in-a-lifetime experience at the BMW Golf Cup World Final in Bangkok, Thailand, from 2 – 7 March 2025.

In line with BMW's goal to nurture the next generation of golfing talent, a total of 24 junior golfers aged 16 and under will be nominated to play nine holes before the National Final begins.

Experiential activities in Vietnam.

Things have also been exciting on the regional front with numerous experiences taking place in Vietnam. From a three-day cross-country road trip in BMW X vehicles to family day workshops, customers had the opportunity to test drive the brand's latest models on scenic routes and bond with loved ones over art and crafts at the various BMW showrooms nationwide.

"Together with our three dealer partners, Performance Motors, Eurokars Auto and Eurokars Habitat, connecting and interacting with customers will continue to remain the top priority for us. From the upcoming LPGA tournament in South Korea and BMW M Drive Festival in Pattaya, Thailand, to MINI's revolutionary brand new showroom in Singapore, turning dreams into reality is what we do. We are driving the future and our customers are a key part of this journey – they are by our side every step of the way," 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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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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