

Media Information
7 November 2024

BMW maintains position as leading premium automotive brand in Singapore.

Strong YTD September growth bolstered by triple digit BEV growth year-on-year.

Singapore. BMW Group Asia today announced that it has maintained its position as the leading premium automotive brand in Singapore due to triple digit growth in BMW BEV sales of +118.8% year-on-year for the first nine months of 2024.

"We have been leading the charge in Singapore's mission for sustainable motoring since we introduced the BMW i3 and BMW i8 in Singapore in 2014," said Lars Nielsen, Managing Director, BMW Group Asia. "10 years later, we continue to be a driving force with a fast-growing customer base and a strong portfolio of 14 BEVs across BMW and MINI, and varying body types and performance levels.

The YTD September 2024 growth figures (year-on-year) are as follows:

Singapore:

- BMW: +43.5%
- BMW BEV: +118.8%
- BMW M: +41.9%
- MINI: +14.4%

BMW Group Asia region:

- BMW: +5.1%

- BMW BEV: +62.9%
- BMW Luxury Class: +11%
- MINI: +15.1%

"I am proud that this growth has strengthened our goal of delivering the power of choice when it comes to various drivetrain options. We are confident in finishing the year on a strong note with our latest range of BEV and ICE vehicles and to carry this momentum into 2025!" added Nielsen.



Singapore – A lighthouse for the BMW Group Asia region.

In August 2024, BMW Group Asia had the privilege of hosting Mr. Jochen Goller, Member of the Board of Management of BMW AG Customer, Brands, Sales in Singapore. The second member of the Board of Management of BMW AG to visit in the past two years, Mr. Goller's visit further emphasised the country's importance as a lighthouse for BMW Group Asia and its importer markets.



Mr. Goller was provided with a 360° view of Singapore, meeting with key stakeholders, including both BMW dealer partners locally, importers from across the region, customers, and key media. He also had a chance to visit the newly opened Retail.Next showrooms, getting a first-hand look at

the elevated and personalised experience BMW and MINI customers enjoy.

Expanding the BMW and MINI footprint in Singapore and Indonesia.

Customers get to benefit from greater convenience and flexibility when it comes to shopping or servicing their BMW and MINI with the following brand-new retail/service concepts in the region:

SINGAPORE

- Performance Motors BMW Showroom at 303 Alexandra Road, opened in September 2024.
- Eurokars Auto BMW Showroom at 29 Leng Kee Road, opened in October 2024.
- Eurokars Habitat MINI Showroom at 27 Leng Kee Road, opened in October 2024.



INDONESIA

- BMW Eurokars Kebon Jeruk Showroom in Jakarta, Indonesia, opened in September 2024.
- BMW Astra Cilandak Showroom in South Jakarta, Indonesia, will open by end of 2024.

BMW Group Asia welcomes the new MINI family to the region.



The new MINI family was launched in Singapore, Indonesia, Philippines, and Brunei, starting in July 2024, with the all-new MINI Cooper and all-new MINI Countryman, in both petrol and electric variants. Both models received strong praise, with Indonesia seeing an increase of 20% in sales

thanks to a strong debut at the Gaikindo Indonesia International Auto Show (GIIAS). The MINI family continued to grow in Singapore with the introduction of the first-ever MINI Aceman and all-new MINI Cooper 5 Door. Both models will be introduced in additional markets in the coming months.

Experiences make the difference.

Being a part of the BMW family opens doors to once-in-a-lifetime experiences. In September 2024, the coveted BMW Golf Cup National Final took place over three days of social and tournament play at the Tampines Course located at Tanah Merah Golf Course. This year's iteration was the largest yet, with over 1,500 participants.



Prizes from partners like Garmin, Dalmore, and Titleist were up for grabs through on-course engagements such as the Longest Drive, Nearest To Pin, and Nearest To Line. Participants could even customise their very own FootJoy MyJoy shoe, a Titleist Vokey Wedge, or a Titleist Player's 5 Golf Stand bag as part of the BMW Shopping Cart. Three national finalist winners will go on to represent Singapore at the BMW Golf Cup World Final at Alpine Golf Club in Bangkok, Thailand, in March 2025.

In October 2024, select customers travelled to Seowon Valley Country Club in Paju, South Korea, to experience the final round of the BMW Ladies Championship 2024 and curated activities. Guests enjoyed an 18-hole round of golf at South Korea's own BMW Golf Cup National Final, followed by a thrilling track experience in the latest BMW M vehicles and to test out the off-road capabilities of the BMW X5 at the BMW Driving Centre in Incheon.

"With BMW, you do not just get a car – you get unparalleled experiences," continues Nielsen. "Whether it is the latest innovations in our state-of-the-art showrooms, or immersing yourself in our vibrant communities, we strive to create meaningful connections and long-lasting memories. That is our promise to our customers."

BMW SkyTop secured for the region.



Initially shown in design study form as the BMW Concept Skytop at the Concorso d'Eleganza Villa d'Este 2024 on the shores of Lake Como, the elegant two-seater roadster sent waves of excitement throughout the luxury and automotive

worlds. This rapturous response prompted BMW to convert the concept into a strictly limited production run of 50 examples, with one unit secured for the region.

The open-top two-seater celebrates BMW's history of iconic roadsters, among them the BMW 507 and BMW Z8. The pronounced arrow shape of the bonnet, evocative BMW shark-nose design and tightening tail are all carefully chosen references to the BMW Z8. Additional information can be found [here](#).

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.



Asia



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, from the supply chain through production to the end of the use phase of all products.

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