

Media Information

22 January 2025

BMW is Singapore's number one premium automotive brand in 2024.

- **Triple digit growth in BEV sales echoes global achievements.**
- **Success in Singapore corresponds with regional success as BMW Asia achieves highest-ever volume.**
- **Four-digit growth for MINI BEVs thanks to strong revamped portfolio.**

Singapore. BMW Asia today announced that it has secured its position as the number one premium automotive brand in Singapore in 2024. Growth was supported by an expanded BEV portfolio that witnessed +107% increase in sales year-on-year, and top-selling models, including the BMW X1, BMW X2 and BMW 5 Series. This success corresponds with a milestone achievement for BMW Asia, as the organisation achieved its highest-ever volume.

"Our achievement in Singapore is definitely one for the books," said Lars Nielsen, Managing Director, BMW Group Asia. "I believe our success this year is the result of providing a strong product portfolio, across both ICE and BEV models, delivering a series of exceptional customer experiences, and our steadfast determination to work with both our partners towards one goal.

"While 2024 certainly presented its fair share of challenges, our customers demonstrated their loyalty and trust in our brand, both of which were instrumental in getting us to where we are today. We remain committed to going bigger and better this year, and we cannot wait to show Singapore what is in store for 2025!" added Nielsen.

The 2024 year-on-year growth figures for Singapore are as follows:

• BMW: +49%	• BMW BEV: +107%	• BMW M: +45%
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**Lawrence Tan, Managing Director,
Performance Motors.**

"We are thrilled by this remarkable achievement. Not only is BMW leading as Singapore's No. 1 premium automotive brand, but BMW Motorrad has also claimed the position as the No. 1 premium motorcycle brand," said Lawrence Tan, Managing Director, Performance Motors. "This success reflects the unwavering trust of our customers and the outstanding dedication of the Performance Motors team.

"We take pride in setting the benchmark for excellence in the premium automotive market and are excited to build on this momentum. It has energised us to continue elevating the BMW ownership experience. With our newly transformed BMW Retail.Next flagship showroom, expanded service network, and a new

**Jason Lim, Managing Director, BMW
Eurokars Auto.**

"2024 has been a remarkable year for BMW Eurokars Auto, marked by significant sales achievements made possible by the phenomenal efforts of our dedicated team," said Jason Lim, Managing Director, BMW Eurokars Auto.

"As an authorised dealer, we take pride in offering an elevated ownership experience, supported by two full-fledged Retail.Next facilities and three service centres island-wide, ensuring next-day servicing for all BMW owners.

"Looking ahead, we are excited to showcase exclusive features such as the stunning BMW Skytop and the iconic BMW i7 SG60 edition, which is a 1-of-1 edition at the BMW Eurokars Experience Centre, inviting even more customers to discover BMW the Eurokars way."

suite of industry-leading personalised service offerings, we are confident to continue strengthening BMW's presence in Singapore."

The 2024 year-on-year growth figures for the BMW Group Asia region are as follows:

- BMW: +1.7%
- BMW BEV: +35%

"MINI also had a successful 2024 with many milestones in the region," said Daren Ching, Head of MINI Asia. "In addition to launching the next generation of MINIs and demonstrating our full commitment to electrification, we witnessed +17% increase in sales year-on-year in Singapore, while MINI BEVs saw a whopping +1,163% growth locally and +58% growth in the region.

"MINI fans can rest assured that 2025 will be just as exciting", continued Ching. "From the official launch of the all-new MINI Cooper Convertible to the expansion of the MINI John Cooper Works lineup for the fearless among us, there is something for everyone. The 'Charismatic Simplicity' of the new MINI family combined with uncompromising performance will create timeless memories and we cannot wait to get behind the wheel with you."

"The opening of our new MINI Habitat facility in 2024 successfully brought the spirit of MINI closer to our customers," said Cheryl Chiok, Managing Director, Eurokars Habitat. "In 2025, we aim to further amplify this experience – starting with service. Customers in the West can look forward to a new Retail.Next Service Facility in Tanjong Penjuru. From new models to unparalleled customer experiences at our cutting-edge facilities, we are committed to ensuring our customers have an abundance of MINI fun this year!"

New models launching in 2025.

Following the successful launch of the all-new BMW 1 Series, all-new BMW X3, and new BMW 530i Signature at the Singapore Motorshow, BMW Group Asia will also be introducing the following new models in the coming months:

- The all-new BMW 2 Series Gran Coupe
- The all-new BMW M5 Touring
- The new BMW iX
- The all-new MINI Cooper Convertible
- Range of MINI John Cooper Works models

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 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 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 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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