

Media Information

24 April 2025

BMW Asia records highest Q1 retail ever in 2025 with 13% growth YoY.

- **BMW Indonesia witnesses all-time high for Q1, with 57% share of the Traditional Premium Segment.**
- **BMW Singapore witnesses 12% growth YoY.**

Singapore. Following a strong finish to 2024, BMW Asia today announced a record-breaking Q1 for the organisation, with a +13% increase year-on-year over the same period in 2024. Results are attributed to stable BEV sales performance across all BMW Asia markets and a strong start for BMW Indonesia, witnessing an all-time high for Q1 retails.

"When you become our customer, you're not just buying a car, you're becoming part of a community, one that has been steadily growing over the past 40 years since we began our operations in the region," said Lars Nielsen, Managing Director, BMW Group Asia. "At a bare minimum, we ensure this community enjoys a premium aftersales experience, which includes an expansive service network, enhanced Roadside Assistance, and hassle-free digitalization which makes owning a car today that much easier. Going beyond the car ownership experience, we also provide customers access to uniquely curated local, regional and global events that speak to their interests."

Nielsen continued, "Our healthy results in Q1 across the region are proof that this combination of offerings is exactly what our customers need and want and will help us remain on course for a strong 2025."

Key Highlights from Q1 2025 across the region are as follows:

- BMW Asia* sales increased by +13% YoY vs. 2024.
- BEV sales remain stable across the region, with a positive outlook ahead as we prepare for the Neue Klasse in 2026.

Key Highlights from Q1 2025 in Singapore are as follows:

- BMW sales grew +12% YoY.
- BMW remains as one of the Top 3 in the overall BEV segment.
- BMW Singapore maintains the #1 position in the Traditional Premium BEV Segment, with 47% market share.

Key Highlights from Q1 2025 in Indonesia are as follows:

- BMW Indonesia is the only Premium brand in the market with positive growth.
- BMW Indonesia's sales increased by 7.7% YoY.
- BMW maintains #1 position Premium BEV Segment with a total market share of 64%.
- Sales of high-performance BMW M vehicles rose by 34%.

Comprehensive Aftersales Experience



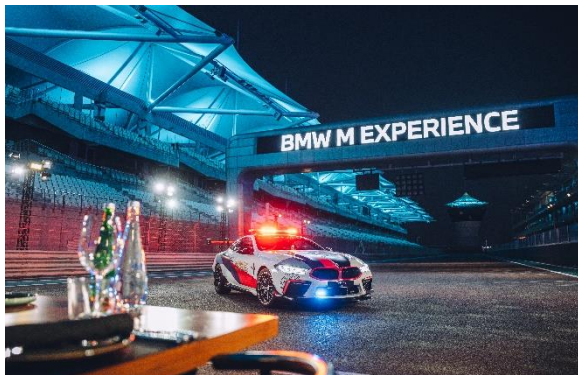
Largest Customer Support network in the Premium Segment across the BMW Group Asia region, with six locations island-wide in Singapore alone.

Enhanced Roadside Assistance that quickly reaches you and offers a personal touch that makes the unfortunate experience more manageable.

Remote Software Upgrades allowing owners to update their vehicle's software over-the-air, like a smartphone update, providing new functions, feature enhancements, and quality improvements without needing to visit a dealer.

Remote Diagnostics allows service centers to remotely diagnose issues with a BMW vehicle without the need for the car to be physically present.

Curated Events



Dinner on Yas Marina F1 Circuit Start/ Finish line.

Customers around the region are regularly invited to attend a variety of curated events related to golf, driving, gastronomy, arts and culture. The highlight of Q1 was the adrenaline-fueled BMW M Experience that was held on the breathtaking Yas Marina F1 Circuit in Abu Dhabi. Customers from around the region were invited to drive a full range of BMW M vehicles on the track, experience a high-speed Drag Race showdown with the BMW XM, and enjoy a once-in-a-lifetime dinner on the Start/Finish Line of the circuit.

Another memorable event was the BMW Golf Cup World Final, held in Bangkok, Thailand, where BMW customers from nearly 40 markets around the world participated in the largest international amateur golf tournament. Participants were treated like professional golfers, and proudly represented their countries as they battled it out, shot-for-shot, for the top spot



BMW Asia customer at BMW Golf Cup World Final in Bangkok.

on the leaderboard. 14 players from BMW Asia markets – Brunei, Guam, Indonesia, the Philippines, Singapore and Vietnam – participated in this prestigious event.



*Lincoln Townley at BMW
Eurokars Experience Centre*

Nielsen continued, "Beyond the large format events driven by BMW Asia, we are regularly working with all our Dealer Partners and Importers around the region to ensure we have a steady flow of engagements throughout the year for customers to experience first-hand the joy of being part of our community.

In Singapore in particular, Performance Motors Limited customers can expect exclusive omakase experiences with top chefs from the country, while Eurokars Auto customers can look forward to exciting arts and culture events, like the private dinner they hosted last month with world renowned artist, Lincoln Townley."

Steady Growth for MINI Asia

With a strong new line-up of the next generation of MINI models, MINI Asia is witnessing steady growth across the region and extremely high interest in its BEV models. Sales in Singapore more than doubled in Q1 2025 from the same period last year, with a strong potential for higher growth as the region prepares for the introduction of the full range of next-generation MINI John Cooper Works models.

*Established in 1985, BMW 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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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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