

Media Information

31 July 2025

BMW #2 automotive brand* in overall automotive market, #1 premium automotive brand, in Singapore for first half of 2025.

- **BMW Group brands secure 50% market share of BEVs sold in the premium automotive segment.**
- **BMW Group Asia recognised as one of Singapore's Best Employers for 2025, securing the third position.**

Singapore. The first half of 2025 came to a strong close for BMW Asia as it secures its position as #2 automotive brand* in the overall market, and #1 premium automotive brand, in Singapore. Building on this success, BMW Group Asia also proudly announced that BMW and MINI combined now lead the premium automotive EV segment with 50% market share and that the organisation has been recognised as one of Singapore's Best Employers for 2025 by The Straits Times.

"The automotive market is going through a great deal of change at the moment, so there's a great feeling of achievement knowing that we've been able to weather the storm and still come out on top for the first half of 2025," said Lars Nielsen, Managing Director, BMW Group Asia. "It's an even greater feat to know that we continue to meet rising customer demand for electric vehicles, with BMW and MINI combined delivering one in every two BEV vehicles in the premium automotive segment.

Our success this year can be attributed to our dedicated staff, together with our dealer partners, and our complete 360° approach to providing our customers what they want and

* Excluding parallel-imported cars

need. This includes the latest vehicles, across all engine variants and body types, an elevated ownership journey within our showrooms, a comprehensive post-purchase support system, and an opportunity to engage with like-minded customers in curated lifestyle activities across driving, golf, gastronomy and more."

Key financial highlights for June YTD.

- BMW Singapore witnessed +6% growth year-on-year for June YTD, marking its highest H1 ever (not including COVID effect in 2021).
- BMW Vietnam witnessed +46% growth year-on-year for June YTD.
- MINI Singapore witnessed strong demand for BEVs, as electrified vehicles contributed to 43% of MINI sales in Singapore for June YTD.

It's the people that matter.

For the first time ever, BMW Group Asia joined the list of [Singapore's Top Employers by The Straits Times](#), coming in at No. 3. "I am really humbled and very grateful to see BMW Group Asia positioned on Singapore's Best Employers," added Nielsen. "I'm thankful for my team that made this happen, for leaning out the window, learning and having fun with what we do every day." BMW Group Asia is the only automotive company to break into the Top 5 since the inaugural ranking was presented in 2020.

Product milestones in H1 2025.

- BMW celebrates 50 years of the BMW 3 Series – Marking half a century since the first generation was introduced in 1975, the BMW 3 Series has been the cornerstone for the success of BMW, reimagining the concept of the sports sedan and setting new standards for performance.
- The Joy of Touring Cars N' Kopi – For the first time ever, BMW Singapore partnered with the well-known car community, Cars N' Kopi, to connect with car enthusiasts in Singapore and showcase the new BMW Touring models, including the BMW 520i Touring, BMW i5 Touring and BMW M5 Touring.

- BMW i7 Singapore Icons – A one-of-its-kind masterpiece in motion, this vehicle was created to commemorate 60 years of Singapore, 40 years of BMW Asia and our successful journey together over the years. Draped in Madeira Red, it carries the bold spirit of a nation moving forward with carefully curated features, such as specially embroidered headrests and seven of Singapore's most defining landmarks, each meticulously engraved across the dashboard with unmatched craftsmanship. Additional information can be found [here](#).
- Launch of the 9 new models across BMW and MINI – In H1 2025, BMW Singapore launched the BMW 530i Signature, all-new BMW 1 Series (CAT A COE hatchback), all-new BMW X3, all-new BMW M235 Gran Coupe, all-new BMW 216 Gran Coupe, all-new BMW 520i Touring, all-new BMW M5 Touring and new BMW iX. MINI Singapore also launched the all-new MINI Convertible and full range of new generation MINI John Cooper Works models, completing the MINI family.

Setting the standard for elevated customer experience.

The first half of 2025 also brought with it recognition at the Retail Asia Awards 2025 for Performance Motors Limited as the [Automotive Retailer of the Year – Singapore](#), and MINI Eurokars Habitat as the [Store Design of the Year \(Large\) – Singapore](#). Mr. Nielsen continued, "These awards underscore the positive impact of the Retail.NEXT strategy that is being rolled out throughout the world. Our dealers' commitment to elevate the entire BMW and MINI ownership journey, making it more engaging, personalised, and convenient, has played an integral part in our success story in Singapore."

Beyond the drive. Relax. We care.

Ramesh Divyanathan, Director of Customer Support, BMW Group Asia commented, "Our relationship with our customers doesn't end when we hand over the keys. If anything, this is where it begins. We believe it's our responsibility to ensure our customers are taken care of the minute they drive off the lot. This includes everything from 24/7 Roadside Assistance to

an expansive Service Network, to the peace of mind knowing that we will be here to support our customers wherever they are, whenever they need us, now and in the future.”

In addition to providing customers with a high-level of aftersales support, Performance Motors Limited, Eurokars Auto and Eurokars Habitat held a series of bespoke Service Clinics in the first half of 2025 to demonstrate Bodyshop Spray Painting to nearly 180 vehicle owners. In addition to participating in a hands-on workshop to attempt spray painting, they also learned about the superior level of paintwork provided by BMW and MINI due to a combination of factors including advanced technology, skilled technicians, and the use of original, high-quality materials.

In March 2025, BMW also teamed up with Nuna to launch the [Nuna x BMW collection](#) in Singapore. The exclusive collection of baby strollers and a carry cot fuses premium design with innovative features and is exclusively available at Mothercare Singapore. The collection features three strollers, the MIXX™ next (SGD\$1,099), TRIV™ next (SGD\$999), TRVL™ lx (SGD\$699) and the LYTL™ carry cot (SGD\$399), each featuring design details inspired by BMW, such as wheels with a BMW pattern, rims resembling BMW tires, and subtle BMW logo applications and patterns – seamlessly blending performance with elegance and showcases both brands' commitment to unmatched detail.

Building a community.

“Beyond our vehicles, we know our customers want more,” explained Nielsen. “They want to be part of a community of like-minded individuals who have the same interests. For our BMW customers, this includes driving experiences, golf and gastronomy.

- [MCOS x Eurokars Auto Sepang Track Day 2025](#) – In March, Eurokars Auto collaborated with BMW M Cub of Singapore to bring club members and friends for an adrenaline-fueled track day to showcase their driving skills on the track and their camaraderie off the track.
- [BMW Drive Your Golf](#) – In May, BMW kicked off a series of events that combine the luxury of BMW driving experiences with the sport of golf. This first event took customers to

Desaru, Malaysia for scenic drives, rounds of golf at Els Club Desaru, and social gatherings. More than 40 customers and their partners participated in this event, with more expressing interest for the next one!

- PML Culinary Experience – In January, Performance Motors Limited kicked off a monthly, invite-only, omakase experience for BMW 7 Series, BMW X7 and BMW M customers. This intimate dinner of no more than 14 guests, is held at the PML Showroom on Alexandra Road and has showcased the culinary expertise of Chef Seow Tzi Qin (known as Chef TQ) from Jiak Kim House, Chef Gabriel Low of Shoukouwa Shinjidai, and Chef Teo Yeow Siang (known as Chef Siang) from 3 Embers. More to come in the second half of the year!

What to expect in H2 2025.

The activities and excitement will continue in H2, for both BMW and MINI, including product launches, driving events, golfing activities and the opportunity to experience gastronomical delights:

- Launch of the all-new MINI John Cooper Works family. On 12 July, five all-new MINI John Cooper Works models, symbolising pure driving fun in its most powerful form, were launched in Singapore. Two fully electric MINI John Cooper Works models are now part of the MINI product portfolio for the first time, including the first-ever MINI John Cooper Works Electric and first-ever MINI John Cooper Works Aceman.
- MINI turns 66. From 4-10 August at VivoCity, MINI Singapore will be celebrating 66 years of MINI by launching the limited edition MINI 66 Collection consisting of the MINI John Cooper Works and MINI John Cooper Works Electric. Stop by and be one of six lucky MINI customers to take home one of these vehicles.
- Annual BMW Golf Cup National Final. From 12-15 August, BMW Asia will host nearly 600 golfers at Tanah Merah Country Club's Tampines Course to compete for a chance to represent Singapore at the BMW Golf Cup World Final that will be held at Fancourt Golf Resort in South Africa.
- All-new BMW iX3 World Premier at IAA MOBILITY 2025. The first Neue Klasse vehicle will be premiered at IAA Mobility in September 2025. The vehicle features

the Panoramic iDrive, first introduced at CES 2025, 800V architecture, up to 400 kW charging power, and a WLTP range of up to 800 km. Stay tuned to hear more about the BMW iX3, showcasing a significant step forward in electric mobility for the BMW Group.

- BMW Berlin Marathon 2025. On 21 September, 30 customers from around the BMW Asia region, including Singapore, Brunei and the Philippines, will come together to participate at this prestigious Abbott World Marathon Major. In addition, 10 runners from the adidas Runners Singapore x BMW Asia team will also take on this challenge to represent both brands in Berlin.
- Oktoberfest 2025. BMW Asia will host customers for an invite-only event to experience this traditional Munich festival with Oktoberfest beer and bites and traditional festive music. This widely honoured event is a favorite tradition throughout Germany, and other parts of the world, and will be celebrated in style in Singapore.

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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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