

Media Information

28 October 2025

BMW maintains position as #1 premium automotive brand in Singapore for YTD September.

BMW secures nearly 50% share of total premium EV market.

Singapore. BMW Asia performed strongly in the first nine months of the year as it maintains its position as the #1 premium automotive brand, and #2 brand overall, in Singapore. BMW has also firmly secured nearly 50% share of the total premium EV market during the same period.

"As we approach the final stretch of 2025, we are thrilled to have further increased our lead in Singapore's premium automotive segment for the first three quarters of the year," said Lars Nielsen, Managing Director, BMW Group Asia. "It is also heartening to see that BMW BEVs remain a popular option for customers who want to switch to electromobility but also value a premium driving experience. These strong results are proof that our customers have confidence in our products, services and technology, and that our dealers are delivering on their promise of providing a 360-degree customer experience that goes above and beyond what is offered in the market."

Key financial highlights.

- BMW Singapore:
 - +4% growth year-on-year in Q3 2025.
 - +6% growth year-on-year for YTD September.
- BMW Vietnam: +40% growth year-on-year in Q3 2025.

"BMW Asia curated several experiences in Q3, in partnership with Performance Motors Limited and Eurokars Auto, to deepen relationships with existing customers, while attracting new ones," continued Nielsen. "At BMW, we are more than just a car brand, we are a lifestyle that focuses on creating emotional connections throughout the ownership journey. For our customers, we immerse them in a world of innovation, sophistication and performance that make them proud to be a BMW owner. For potential customers, we build on the reality that the joy of driving is still a decisive purchasing factor for them and create aspirational touchpoints that allow them to witness this firsthand."

BMW40, SG60.

From 1-31 August 2025, BMW Asia had a special surprise in store for Singapore customers to celebrate Singapore's remarkable journey from independence to the vibrant, modern city it is today, and to commemorate BMW Group Asia's 40th anniversary. A specially designed festive animation could be played on the vehicle display during this period, accompanied by a festive background track and uniquely orchestrated ambient lighting sequence in red and white. BMW owners across Singapore with suitably equipped vehicles* would have seen this greeting simply by clicking on the custom icon available on the BMW iDrive system.

Golf experiences.

- BMW Golf Cup National Final – From 12-15 August, BMW Asia hosted more than 2,000 amateur golfers in Singapore at Tanah Merah Country Club's Tampines Course. The top three winners, Tan Lee Hong, Lee Kim Leng and Wang Mei Zhen, will represent Singapore at the BMW Golf Cup World Final at the Fancourt Golf Resort in South Africa in March 2026.
- BMW Drive Your Golf – In September, nearly 50 guests were hosted by both Performance Motors Limited and Eurokars Auto, for the second installment of the new driving and golf series. Guests travelled to Desaru, Malaysia for scenic drives, rounds of

*Available only to BMW owners in Singapore with BMW ConnectedDrive capabilities and BMW Operating System 7, 8, 8.5, and 9.

golf at Els Club Desaru, and social gatherings. The celebration of lifestyle, luxury and joy of the journey made this a special getaway to remember.

Gastronomy and the arts.

- PML Culinary Experience – In July, Performance Motors Limited continued their invite-only, omakase-style dinner for high valued BMW owners at the PML café bar counter. Guests were served contemporary Italian dishes under the exquisite touch of Michelin-starred Chef Denis Lucchi and his team from Buona Terra.
- The BMW Art Night — Paris in Motion Experience – This invite-only event, hosted by Eurokars Auto, was held in September at the W Singapore - Sentosa Cove and gave guests the opportunity to experience the works of rising artist Paris Brosnan and witness a live painting created exclusively for this occasion. An emerging talent, Paris is known for his expressive pieces that fuse colour, movement and memory. His bold, innovative voice reflects BMW's spirit of precision and emotion, making this evening a true celebration of art and innovation.

Management changes.

After nearly two and a half years in Vietnam strengthening BMW Group Asia's partnership with THACO, the country's official BMW, MINI and Motorrad Importer, **Mr. Lee Hwee Siong** will be returning to Singapore to resume his former role as the Director of Sales Channel & Network Development Director as of 1 November 2025.

Furthermore, effective 1 December 2025, **Mr. Tobias Wulff** will join BMW Group Asia as CFO, based in Singapore. Tobias joined BMW in 2001, as part of a Management Trainee Program, and has held various leadership roles in Finance and related functions over the years. He holds a Diploma in Business Informatics and MBA in General Management. **Ms. Beate Mueller**, CFO at BMW Group Asia since December 2020, will be returning to Munich to take on the responsibility of the Head of Controlling Finance Division, People and Real Estate for the BMW Group.

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For media enquiries, please contact:

BMW Group Asia

Corporate Affairs Department

BMWAsiaCorpAffairs@bmw.com

Tel: (+65) 6838 9600

Media Website: www.press.bmwgroup.com

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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