

Media Information

26 January 2026

BMW leads Singapore's premium auto market again, driven by record demand for BMW M models.

- **+25% YoY growth in BMW M vehicle sales in Singapore.**
- **BMW and MINI form 42.6% of the premium automotive market and 52.4% of the premium automotive EV market in Singapore.**

Singapore. BMW Asia has secured its position as Singapore's number one premium automotive brand for the second consecutive year, powered by record demand for BMW M models and the launch of more than seven new vehicles. Growth was led by strong performances from the BMW X1, BMW X2, and BMW 2 Series, alongside significant momentum in electrification, with BMW and MINI together capturing 52.4% of Singapore's premium EV market in 2025.

Additional milestones across BMW Group Asia markets included double-digit growth for BMW and MINI in Vietnam (+21%) as well as BMW in the Philippines (+17%). BMW also maintained its position as the leading premium automotive brand in Indonesia, supported by sustained momentum across key segments.

"Our 2025 results show that customers want more than mobility – they seek emotion, performance, and a brand they can truly connect with," said Lars Nielsen, Managing Director, BMW Group Asia. "Throughout the year, we clearly demonstrated why BMW and MINI continue to lead, by introducing new models across all drivetrains and delivering premium, end-to-end experiences that go far beyond getting from point A to point B."

In 2026, we will elevate this even further, with innovative customer experiences that deepen engagement and make every moment with our brands truly exceptional."

**Lawrence Tan, Managing Director,
Performance Motors.**

"Performance Motors is proud to be part of BMW Asia's remarkable achievement. As the Automotive Retailer of the Year 2025 (Retail Asia Awards), our focus is on elevating the BMW customer experience through innovations, digitalisation and personalisation that set the benchmark for the industry.

Our accreditation as Singapore's only BMW Retail.Next Lighthouse showroom is testament to our commitment to engage the BMW community of owners and fans with a world of unique, exceptional and immersive experiences that reflect their passions and lifestyles. From exclusive PML culinary experiences, curated breakfasts to our drive adventures and golfing engagements, we elevate the BMW ownership journey beyond the showroom.

**Jason Lim, Managing Director,
Eurokars Auto and Eurokars Habitat.**

"2025 was a dynamic and fruitful year for both BMW Eurokars Auto and MINI Eurokars Habitat as we continued to showcase our deep respect for heritage, hospitality, and the love of driving to BMW and MINI customers.

Every interaction, drive, and encounter was elevated to an art form, reinforcing that personalised service remains our number one priority. Throughout the year, we hosted an exclusive evening with British artist Lincoln Townley; collaborated with lifestyle icons including Hugo BOSS, Louis XIII, The Hour Glass, MADLY Bespoke Jeweller, and Rituals; invited customers and prospects to join us for exhilarating drive events on and off the track; and further engaged our community through curated drive and golf getaways.

We have also made convenience and personalisation for our customers a priority. Through digital tools such as our OneGo ownership app as well as aftersales innovations like automated key drop lockers and after-hours servicing, we tailor every touchpoint seamlessly to their preferences and lifestyles.

Performance Motors will continue to strengthen BMW's presence in Singapore in 2026 and set the benchmark for excellence in the premium automotive market."

In 2026, we are looking forward to the launch of the all-new BMW iX3, the first BMW model on the Neue Klasse platform. Building on this momentum, we will continue to strengthen meaningful relationships with our customers, deliver more immersive brand experiences, and redefine luxury mobility through innovation, craftsmanship, and exceptional customer journeys – enabling our customers to truly Drive the Difference."

"MINI delivered a solid performance across the region in 2025," said Daren Ching, Head of MINI Asia. "Alongside the launch of the new-generation MINI Convertible and all-new MINI John Cooper Works family, JCW and BEV models accounted for 15% and 32% of our sales respectively, supported by a 34% increase in BEV demand. It's clear that drivers continue to believe in our heritage and the unmistakable thrill that every MINI delivers."

"In 2026, we will build on this momentum with the introduction of the new MINI Paul Smith Edition and various local editions that have proven to be fan favourites over the years. This expressive lineup will continue to push creativity and craftsmanship forward, and we are excited to share it with MINI fans," added Ching.

Looking ahead to 2026.

Following the showcase of the BMW Skytop and BMW Vision Neue Klasse X at the Singapore Motorshow, BMW Group Asia will also be introducing the following new models in 2026:

- The all-new BMW iX3
- The new BMW i7
- The new BMW 7 Series
- The new BMW M2 xDrive
- Range of MINI Editions

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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