

Media Information

29 April 2026

Q1 luxury demand reinforces premium strategy by BMW Asia in Singapore and the region.

- **+46% growth YoY for luxury class vehicles in Singapore.**
- **BEV leadership in premium EV segment in Singapore.**
- **Strong BEV growth in Indonesia (+23%) and the Philippines (+120%).**

Singapore. In the first quarter of 2026, BMW Asia witnessed strong growth in luxury class vehicles, with significant gains across the region, including +46% in Singapore, +64% in Indonesia, and +107% in the Philippines. Across the entire BMW Asia region, sales of luxury class models¹ increased by 38% overall. BMW also maintained its leadership in the premium EV segment in Singapore, with more than a 50% market share, and extended its leadership in the premium BEV segment in Indonesia (+23%) and the Philippines (+120%).

"Our ambition extends far beyond the vehicle itself," said Rene Gerhard, Managing Director, BMW Group Asia. "We focus on inspiring and empowering our customers through innovation, sustainability, and meaningful connections. It's clear that our luxury class models and BEVs resonate with customers who seek vehicles that feel personal, purposeful, and effortlessly suited to their lives."

Gerhard continued, "2026 marks the beginning of an exciting new chapter for BMW Group Asia. With the upcoming launch of the new BMW iX3, the first model of our Neue Klasse, and later this year, the new BMW 7 Series as the first luxury sedan to feature Neue Klasse technologies, we are setting the direction for the future of our brand. These launches will

give our customers a first, tangible glimpse of how BMW is redefining luxury, innovation, and sustainable mobility for the years ahead.”

Key financial highlights from Q1 2026 YoY.

BMW Group Asia Region	<ul style="list-style-type: none"> • +38% growth in luxury class vehicles.¹
Singapore	<ul style="list-style-type: none"> • +46% growth in luxury class vehicles.²
Indonesia	<ul style="list-style-type: none"> • +23% growth in BEVs. • +64% growth in luxury class vehicles.³
Philippines	<ul style="list-style-type: none"> • +19% overall growth. • +120% growth in BEVs. • +107% growth in luxury class vehicles.³ • +26% growth in BMW M vehicles.

MINI John Cooper Works and BEVs sales track upwards in the region.

Q1 2026 also proved to be a strong quarter for MINI Asia, with MINI John Cooper Works models recording a remarkable +187% growth across the region. With BEVs forming 24% of MINI John Cooper Works sales in the first three months of the year, this points to a growing appetite for electric performance options that still deliver the fun and excitement that make MINI unique.

In Singapore, MINI further delivered 12% year-on-year growth in BEV sales, underscoring positive consumer demand for urban-focused electric mobility solutions.

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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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¹ Luxury class models include the BMW 7 Series, BMW i7, BMW X7, BMW 8 Series, and BMW XM.

² Luxury class models include the BMW 7 Series, BMW i7, and BMW X7.

³ Luxury class models include the BMW 7 Series, BMW i7, BMW X7, and BMW XM.