

Media Information

7 May 2025

BMW Group profitability in line with expectations in first quarter

- Pre-tax earnings (EBT) exceed €3.1 billion; Group EBT margin at 9.2%
- Automotive Segment's 6.9% EBIT margin at upper end of full-year guidance
- BEVs remain strongest growth driver: +32.4%
- Over a quarter of all vehicles delivered in Q1 were electrified
- Outlook for 2025 confirmed based on updated premises
- Zipse: "Technology-open approach remains a key success factor"

Munich. Attractive products, strong order volumes and strict cost discipline have ensured for the BMW Group a start to the year according to plan. The premium manufacturer from Munich continued its dynamic BEV ramp-up in a volatile and competitive environment, while delivering profitability at the upper end of its 2025 target range in the Automotive Segment. The BMW Group has thus once again confirmed the long-term viability of its strategy of technology openness.

In the first quarter of the year, the BMW Group delivered **586,117** premium vehicles to customers (-1.4%). More than a quarter of these were electrified (**26.9%**), with fully-electric vehicles once again showing significant sales growth of **+32.4%**. The EBIT margin in the Automotive Segment – one of the company's key profit indicators – stood at **6.9%**, placing it at the upper end of the targeted range of 5-7% for the year.

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"The more challenging the environment, the more crucial it is to have compelling products, a consistent strategy and a high degree of flexibility. Our technology-

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open approach remains a key success factor: with our young, highly attractive models and our broad range of drives, we are able to meet the various needs of customers worldwide. This enables us to achieve robust results and stay on course to meet our ambitious full-year targets," said **Oliver Zipse, Chairman of the Board of Management of BMW AG**. "With the NEUE KLASSE, we are putting our biggest future project on the road: we are expanding our fully-electric offering, and rolling out future technology clusters and the new design language across our entire model portfolio. This will raise the level of innovation in our vehicles across all drive types to a whole new level – while also setting the course for profitable growth and sustainable success."

Significant increase in fully-electric vehicle deliveries

Despite persistently strong competition in China, the company's global deliveries remained largely in line with the previous year (-1.4%). In the first three months, the BMW Group achieved growth in key markets Europe (+6.2%) and the US (+4.0%).

In the first quarter of 2025, the **BMW brand** delivered a total of **520,121 vehicles** to customers worldwide, surpassing the previous year's volume in all regions except China. The strongest growth was recorded by the new BMW 5 Series models (+35.8%), as well as the BMW X1 and X2 variants (+31.8%).

The BMW M brand achieved solid sales growth of +5.0% in the first quarter, delivering a total of 50,500 vehicles to customers. The main growth drivers were the high-performance models BMW M3* and M3 Touring* as well as BMW M5* and BMW M5 touring*, which were in high demand across all regions.

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The **MINI** brand, which updated its entire product range over the course of last year, sold **64,615** units worldwide – an increase of 4.1%. The **Rolls-Royce** brand delivered **1,381** units to customers between January and March (-9.4%).

Fully-electric vehicles from the BMW, MINI and Rolls-Royce brands reported significant growth, with **109,513** deliveries worldwide (+32.4%). The BMW iX1* was the brand's most successful BEV model, while the BMW i4* accounted for half of all BMW 4 Series delivered.

Sales of fully-electric vehicles saw the strongest growth in Europe (+64.2%). New models from the **MINI** brand were major contributors to this: The urban premium brand delivered a total of **22,794** fully-electric vehicles, achieving a BEV share of **35.3%**.

The BMW Group currently offers at least one model with an electrified drive train in every vehicle class. Total deliveries of electrified vehicles (**BEVs and PHEVs**) also rose significantly in the first three months of the year, reaching **157,487 vehicles** (2024: 122,582 vehicles/+28.5%).

The BMW Group is successfully implementing its strategic plan to further expand e-mobility. Additionally, it will reach two significant sales milestones: first, the delivery of 1.5 million fully-electric premium vehicles since the market launch of the BMW i3 in 2013; and second, a total of three million electrified cars since then.

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Group EBT margin at 9.2%

First-quarter Group **revenues** totalled **€ 33,758 million** (2024: € 36,614 million/-7.8%; currency-adjusted: -8,7%). As previously announced, the BMW Group benefited from a moderate reduction in administrative and sales expenses. Compared with the previous year, sales revenues declined particularly in the highly competitive Chinese market, as expected.

Between January and March, the BMW Group reported **pre-tax earnings (EBT)** of **€ 3,113 million** (2024: € 4,162 million/-25.2%).

The **EBT margin** for this period was **9.2%** (2024: 11.4%). **Group net profit** for the first quarter totalled **€ 2,173 million** (2024: € 2,951 million/-26.4%).

Automotive EBIT margin at upper end of full-year guidance

The **Automotive Segment** earned **revenues** of **€ 29,211 million** (2024: € 30,939 million/-5.6%%).

The **anti-subsidy tariffs on BEVs produced in China**, introduced by the **European Commission** in October, increased the cost of sales, creating a headwind in the low three-digit million euro range, as forecast.

Earnings before financial result (EBIT) for the first quarter totalled **€ 2,024 million** (2024: € 2,710 million/-25.3%). The **EBIT margin** came in at **6.9%** (2024: 8.8%) and was thus at the high end of the target range of 5-7% for the year. **Excluding depreciation and amortisation from the BBA purchase price allocation**, the **EBIT margin** for the first quarter was **8.1%**.

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The BMW Group is systematically leveraging innovations, focusing on efficient and low-emission technologies, as well as further electrification and digitalisation of both its product line-up and the company.

Based on the strength of its current operating performance, the BMW Group allocated **€ 1,984 million** (2024: € 1,974 million/+0.5%) to **research and development** in the first quarter which was concentrated on electrification and digitalisation of the vehicle fleet across all model series.

The company also incurred R&D expenditure primarily for the future models of the NEUE KLASSE, such as the BMW iX3, and the successor models to the BMW X5 and BMW X7.

"The BMW Group stands for long-term growth, sustainable value creation and continued dependability for its stakeholders. Stable financial performance and effective cost management characterised the first quarter despite the challenging environment. We remain focused on improving our efficiency and optimising our cost structures," said **Walter Mertl, Member of the Board of Management of BMW AG, Finance**, at the quarterly conference call in Munich.

"Digitalisation and AI are contributing to this. Innovation and business benefits go hand in hand for us. We are also leveraging the proven flexibility of our network to address the current geopolitical challenges."

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Automotive Segment free cash flow at € 413 million

The **free cash flow** of the Automotive segment amounted to **€413 million** in the first quarter of 2025 (2024: €1,283 million). The decline compared to the previous year is primarily due to lower earnings before taxes, an expected higher consumption of provisions, and increased cash outflows from capital expenditures related to 31 December 2024 in the amount of €964 million.

Conversely, the seasonally typical but significantly lower increase in stock compared to the previous year led to the change in working capital of €65 million (2024: -€1,189 million).

From January to March, **capital expenditure** totaled **€1,202 million** (2024: €1,323 million/-9.1%). The **capex ratio** came in at **3.6%** (2024: 3.6%).

The BMW Group is still targeting a **free cash flow of > € 5 billion** in the Automotive Segment for the full year.

Robust performance in Financial Services Segment

BMW Group Financial Services benefited from dynamic new leasing business in the first quarter of the year, with new leasing contracts up 12.7%. Overall, total new retail business was down slightly, compared to the previous year, with **402,811** new contracts concluded (-4.6%). The financing and leasing business for new vehicles remained at the previous year's level. Outside of China, new business was stable at a high level.

The **volume of new business** increased slightly, driven by higher financing volumes per vehicle across all financing and leasing contracts with retail customers, reaching **€ 15,988 million** (2024: € 15,620 million/+2.4%).

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The **percentage of BMW Group new vehicles** leased or financed by the Financial Services Segment reached **43.0%** at the end of the first quarter (2024: 41.8%/+1.2 percentage points). In the three-month period, the segment reported **pre-tax earnings of € 650 million** (2024: € 730 million/-11.0%). Most notably, lower income from the resale of end-of-lease vehicles led to a year-on-year decrease in earnings, as the number of end-of-lease vehicles was lower than in the previous year. During the reporting period, the credit loss ratio remained at the low rate of 0.23% across the entire loan portfolio (2024: 0.21%).

BMW Motorrad with EBT margin of 9.4%

In the year to the end of March, BMW Motorrad delivered **44,609** motorcycles and scooters to customers (2024: 46,434 units; -3.9%). The segment **EBIT margin of 9.4%** (2024: 12.2%) was above the targeted range of 5.5-7.5% for the year.

BMW AG continues share repurchase programme

Following the authorisation granted by the Annual General Meeting of BMW AG on 11 May 2022, the company has acquired treasury shares. The shares from the initial repurchase programme have already been retired.

As of 31 March 2025, BMW AG holds 22,317,345 own shares from the second buy-back programme, corresponding to a nominal amount of €22,317,345.

Based on the authorisation granted at the Annual General Meeting of 11 May 2022, as of 31 March 2025, BMW AG had purchased shares equivalent to 7.27% of the share capital.

BMW Group confirms full-year guidance

The International Monetary Fund (IMF) has revised its forecasts for global

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economic growth downwards to 2.8% in April 2025: Current trade conflicts and the associated potential rise in inflation, as well as uncertainty among businesses and consumers, could weigh on global growth.

According to sector forecasts, the global automotive markets are likely to see slight growth.

The BMW Group expects demand to rise in many markets in 2025, driven by a stabilizing inflation and further moderate interest rate cuts. In the USA, permanent tariffs could be reflected in rising inflation.

The guidance* published in the BMW Group Report 2024 in March 2025 includes all tariff increases that had taken effect by 12 March 2025. Due to the volatile developments and ongoing negotiations, the potential impact of tariffs in the current financial year can only be estimated, based on assumptions. The BMW Group expects some of the tariff increases to be temporary, with reductions from July 2025. The forecast also includes mitigating measures to offset the impact of higher tariffs.

Given the sustained demand for its attractive premium vehicles, the BMW Group is able to confirm its guidance for the year. The company anticipates slight sales growth, with fully-electric vehicles contributing to a slightly higher share of deliveries. Due to the factors mentioned above, **Group earnings before tax** are expected to be **on a par with the previous year**.** The **EBIT margin** for the **Automotive Segment** is forecast to be within the range of 5.0-7.0%, with an RoCE of between 9-13%.

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In the **Financial Services Segment**, **RoE** is projected to be between 13-16%.

In the **Motorcycles Segment**, a **slight increase in sales** and an **EBIT margin** within the range of 5.5-7.5% are forecast, with an **RoCE** of 13-17%.

The above targets will be achieved with the **current number of employees**.

The BMW Group's actual business performance may deviate from these projections – for example, due to changes in political and macroeconomic conditions. Risks to earnings could arise, for instance, from further tariff increases or tariffs remaining in place for longer than planned, potentially extending well into the second half of the year. The company continues to closely monitor macroeconomic developments.

Escalation of trade disputes could also lead to supply bottlenecks – for example, from import or export restrictions on specific parts or raw materials.

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The BMW Group – an overview: In Q1 2025

		Q1 2025	Q1 2024	Change in %
Deliveries to customers				
Automotive¹	units	586,117	594,533	-1.4
thereof: BMW	units	520,121	530,933	-2.0
MINI	units	64,615	62,075	4.1
Rolls-Royce	units	1,381	1,525	-9.4
Motorcycles	units	44,609	46,434	-3.9
EBIT margin Automotive Segment	percent	6.9%	8.8%	-1.9%-points
EBIT margin Motorcycles Segment	percent	9.4%	12.2%	-2.8%-points
EBT margin BMW Group²	percent	9.2%	11.4%	-2.2 %-points
Revenues	€ million	33,758	36,614	-7.8
thereof: Automotive	€ million	29,211	30,939	-5.6
Motorcycles	€ million	806	872	-7.6
Financial Services	€ million	10,126	9,525	6.3
Other Entities	€ million	3	4	-25.0
Eliminations	€ million	-6,388	-4,726	-35.2
Profit before financial result (EBIT)	€ million	3,142	4,054	-22.5
thereof: Automotive	€ million	2,024	2,710	-25.3
Motorcycles	€ million	76	106	-28.3
Financial Services	€ million	652	714	-8.7
Other Entities	€ million	-6	-5	20.0
Eliminations	€ million	396	529	-25.1
Profit before tax (EBT)	€ million	3,113	4,162	-25.2
thereof: Automotive	€ million	1,904	2,703	-29.6
Motorcycles	€ million	75	106	-29.2
Financial Services	€ million	650	730	-11.0
Other Entities	€ million	295	401	-26.4
Eliminations	€ million	189	222	-14.9
Group income taxes	€ million	-940	-1,211	22.4
Net profit	€ million	2,173	2,951	-26.4
Earnings per share of common stock	€	3.38	4.42	-23.5
Earnings per share of preferred stock³	€	3.38	4.42	-23.5

¹ Deliveries include the joint venture BMW Brilliance Automotive Ltd., Shenyang.

² Ratio of Group earnings before taxes to Group revenues

³ Common/preferred shares. Earnings per share of preferred stock are calculated by distributing the earnings required to cover the additional dividend of € 0.02 per preferred share proportionally over the quarters of the corresponding financial year.

***Fuel consumption/emissions data:**

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BMW i4 eDrive35: energy consumption combined: 15,4 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class: A

BMW iX1 eDrive20: energy consumption combined: 15,4 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class: A

BMW M5 Limousine: energy consumption combined: 26,8 kWh/100 km and 1,9 l/100 km (WLTP); CO₂ emissions weighted combined: 43 g/km (WLTP); CO₂ class: unloaded battery G; weighted combined B

BMW M5 Touring: energy consumption weighted combined: 27,6 kWh/100 km and 2 l/100 km (WLTP); CO₂ emissions weighted combined: 45 g/km (WLTP); CO₂ class: unloaded battery G; weighted combined B

BMW M3 Competition Limousine with M xDrive: energy consumption combined: 10,2–10,1 l/100 km (WLTP); CO₂ emissions combined: 230–228 g/km (WLTP); CO₂ class: G

BMW M3 CS Touring: energy consumption combined: 10,5 l/100 km (WLTP); CO₂ emissions combined: 238 g/km (WLTP); CO₂ class: G

*see BMW Group Report 2024, p.261.

** As of 1 January 2025, the forecast range for Group EBT has been adjusted. For details, please refer to the glossary in the BMW Group Report 2024.

GLOSSARY – explanatory comments on key performance indicators**BEV**

Battery Electric Vehicle.

Deliveries to customers

A new or used vehicle is recorded as a delivery once it is handed over to the end user (which also includes leaseholders under lease contracts with BMW Financial Services). In the US and Canada, end users also include (1) dealers when they designate a vehicle as a service loaner or demonstrator vehicle and (2) dealers and other third parties when they purchase a company vehicle at auction and dealers when they purchase company vehicles directly from the BMW Group. Deliveries may be made by BMW AG, one of its international subsidiaries, a BMW Group retail outlet, or independent third-party dealers. The vast majority of deliveries – and hence the reporting of deliveries to the BMW Group – is made by independent third-party dealers. Retail vehicle deliveries during a given reporting period do not correlate directly to the revenues that the BMW Group recognises in respect of that particular reporting period.

EBIT

Profit before financial result. Profit before financial result comprises revenues less cost of sales, less selling and administrative expenses and plus/minus net other operating income and expenses.

EBIT margin

Profit/loss before financial result as a percentage of revenues.

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EBT

EBIT plus financial result.

EBT Margin

Profit/loss as a percentage of revenues.

PHEV

Plug-in-hybrid electric vehicle.

RoCE

Return on capital employed (RoCE). RoCE in the Automotive and Motorcycles segments is measured on the basis of relevant segment profit before financial result and the average amount of capital employed – at the end of the last five quarters – in the segment concerned. Capital employed corresponds to the sum of all current and non-current operational assets, less liabilities that generally do not incur interest.

RoE

Return on equity (RoE). RoE in the Financial Services segment is calculated as segment profit before taxes, divided by the average amount of equity capital – at the end of the last five quarters – attributable to the Financial Services segment.

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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 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 success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key component of the BMW Group's corporate strategy – from the supply chain through production to the end of the use phase of all products.

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