

Media Information

14 April 2026

Successful market launch for Neue Klasse: BMW Group posts significant first-quarter growth in European new orders

- BEV orders in Europe up by around +40% in Q1
- European sales of fully-electric vehicles exceed previous year's high level
- Significant sales increase in German market (+10.7%)
- BMW outperforms total market in China
- MINI brand delivers global growth over five consecutive quarters
- Jochen Goller: "Well over 50,000 new orders for the BMW iX3* – more than half of the BMW X3s ordered are fully electric."

Munich. Driven by very strong customer interest in the first Neue Klasse model, the BMW iX3*, the BMW Group recorded a significant increase in incoming orders for fully-electric vehicles in Europe in the first quarter of 2026. From January to March, new BEV orders rose by around 40% year-on-year. The BMW Group also reported higher orders across all drivetrain technologies in the region compared to the previous year.

"We are seeing exceptionally strong demand for the new BMW iX3. With well over 50,000 new orders since ordering opened in Europe, customer interest in the BMW iX3 is exceeding our high expectations. More than half of the BMW X3s ordered are already fully electric," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales. **"The strong demand for the BMW iX3 underlines the quantum leap in technology we are making with the Neue Klasse. We are also receiving extremely positive feedback on the recently revealed second model of the Neue Klasse, the BMW i3,"** Goller added.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49 89-382-38801

Internet
www.bmwgroup.com



Across all drivetrain technologies, the BMW Group delivered a total of 565,748 BMW, MINI and Rolls-Royce vehicles to customers in the first quarter of this year (-3.5%). Demand for models with internal combustion engines remained slightly above the high level of the previous year. The BMW Group achieved significant sales growth in its domestic market of Germany, with 68,022 units delivered (+10.7%). In China, BMW Group sales outperformed the overall strong market decline.

The first BMW iX3s were delivered to customers in Europe in March. Although the ramp-up of the first Neue Klasse model has only just begun, sales of fully-electric vehicles in Europe in the first quarter of 2026 already exceeded the high level recorded in the same period of last year. In the first quarter, the BMW Group delivered 87,458 fully-electric vehicles to customers worldwide (-20.1%). In the US, the discontinuation of BEV incentives impacted the entire market. At the same time, demand for BMW models with internal combustion engines increased. In an overall challenging market environment, the BMW Group was able to hold its ground well and is confident that the attractive, technology-neutral product portfolio as well as the worldwide availability of the Neue Klasse models will generate an increasingly positive momentum.

The **BMW** brand delivered a total of 496,050 vehicles to customers worldwide in the first quarter (-4.6%). Following last year's all-time high, **BMW M GmbH** sales for the first three months of the year totalled 47,544 units (-5.9%). For the fifth consecutive quarter, **MINI** increased its global sales year-on-year. With 68,427 units delivered, the brand recorded growth of +5.9%. In the Europe sales region, MINI achieved a significant increase in BEV sales. The **Rolls-Royce** brand delivered 1,271 vehicles to customers in the first quarter (-8.0%). During the same period, **BMW Motorrad** sold 42,735 motorcycles and scooters (-4.2%).

BMW Group sales Q1 2026 at a glance

	1st Quarter 2026	Compared with previous year %
BMW Group Automotive	565,748	-3.5%
BMW	496,050	-4.6%
- BMW M GmbH	47,544	-5.9%
MINI	68,427	+5.9%
BMW Group electrified¹	132,518	-15.9%
BMW Group BEV	87,458	-20.1%
Rolls-Royce	1,271	-8.0%
BMW Motorrad	42,735	-4.2%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	1st Quarter 2026	Compared with previous year %
Europe sales region	236,422	+3.0%
Germany ²	68,022	+10.7%
Americas sales region	109,639	-4.0%
USA	90,492	-4.3%
China sales region	143,958	-10.0%
Fourth Pillar³ sales region	74,415	-8.3%

²Provisional registration figures

³Asia-Pacific, Eastern Europe, Middle East, Africa

The delivery figures reported in this press release are provisional and may change up until the BMW Group Report 2026 is published. Notes on how delivery figures are prepared can be found in the BMW Group Report 2025 on p. 429.

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CO₂ Emissions & Consumption.**BMW iX3 50 xDrive:** Energy consumption combined: 17,9–15,1 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class: A; electrical range: 678–805 km (WLTP)**BMW Group Corporate Communications**Dr Sina Unger, Communications Sales
Telephone: +49 89 382-47564
Email: sina.unger@bmwgroup.comCarolin Bachmann, Communications Sales
Telephone: +49 89 382-38801
Email: carolin.bachmann@bmwgroup.comMax-Morten Borgmann, head of Communications BMW Group, Finance, Sales
Telephone: +49 89 382-24118
Email: max-morten.borgmann@bmwgroup.comMedia website: www.press.bmwgroup.com/
Email: presse@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 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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