

Upholding Three Strategic Pillars: Balanced Global Presence, Full Brand Portfolio, and Technology-Neutral Approach

BMW Group Achieves Stable Global Growth in 2025, Accelerating the Neue Klasse Rollout in China

- **In 2025, the BMW Group delivered solid profitability with profit before tax (EBT) exceeding €10 billion**
- **BMW Group achieves stable Group EBT margin of 7.7% in 2025**
- **Group net profit remains above € 7 billion, in line with previous year**
- **Successful cost management: Costs reduced by € 2.5 billion**
- **Strong demand for BMW iX3 in Europe and world premiere of BMW i3 on March 18**
- **BMW iX3 Long-Wheelbase: global premiere at Beijing Auto Show, China launch in 2026**
- **2026 marks a landmark product year for BMW in China, with around 20 new models to be launched under the BMW, MINI and BMW Motorrad brands**
- **Zipse: "We are benefiting from the right strategic positioning"**

(Munich/Beijing) Consistency and resilience: The BMW Group maintained its course in 2025, despite substantial headwinds. Thanks to its attractive model line-up across all drive technologies, its growing and globally balanced business model and disciplined cost management, the BMW Group once again achieved Group earnings before tax of over € 10 billion. Despite significant additional tariff headwinds, the company reported a stable Group EBT margin of 7.7%, in line with previous year.

"Strategic vision, strong operating performance and high reliability have always been hallmarks of the BMW Group. We set our course for the company's future success early on, relying on three strong pillars: our technology-neutral approach, our extensive global footprint and our inspiring brands and products," said Oliver Zipse, Chairman of the Board of Management of BMW AG. "Over the past years, we have adopted the right strategic positioning. We are benefiting from that today: In a challenging environment, we do not need to change direction but can maintain our course and continue implementing our strategy systematically."

Technology-neutral approach as key success factor in global competition

The diversity of its product range remains a key success factor for the BMW Group: With a broad drive train portfolio spanning internal combustion engines, plug-in hybrids, battery-electric drive trains and, from 2028, hydrogen fuel cells, the company is laying the foundation to meet globally diverse requirements and customer needs, both today and in

the future. At the same time, this approach is also key to effective CO2 reduction: In 2025, the company slightly overfulfilled the ambitious targets of the European Union (EU 27+2), with fleet emissions of 90 grams per kilometre all by itself. This underlines once again how a technology-neutral approach and climate protection go hand in hand at the BMW Group.

Battery-electric vehicles (BEVs) remain growth driver for BMW Group. In financial year 2025, the BMW Group increased its BEV sales worldwide to 442,056 units, representing 17.9% of its total sales. This means that one in six BMW Group vehicles sold was fully electric. At MINI, the percentage was even higher, with one in three vehicles already fully electric. In Europe, 40 percent of BMW Group vehicles were either fully electric or plug-in hybrids.

With a wide range of electrified vehicles, the BMW Group has secured a strong competitive position. **In June 2025, the 1.5-millionth fully-electric vehicle was handed over to its new owner. The next milestone will come in 2026, with the two-millionth fully-electric vehicle.** As the pioneer in electrification, BMW will continue to expand its BEV line-up: to offer customers 20 fully-electric cars by the end of this year.

Strengthening brand portfolio, deepening diverse drive train layout, and consolidating core competitive advantages

In the 2025 financial year, the BMW Group delivered 2,463,681 premium vehicles to customers worldwide, representing a slight 0.5% increase compared to 2024. The Europe and US markets delivered strong performance, while China maintained its position as the Group's largest single market worldwide, a clear testament to the decisive competitive edge of "a broad and globally balanced footprint", one of the Group's core strategic pillars.

BMW M GmbH continued its stellar performance in 2025, achieving 14 consecutive years of sales growth with over 213,000 units delivered worldwide, a new all-time high. One out of every ten BMW vehicles sold is a BMW M model. The BMW M2 Coupé and the M3 family were the core models driving this outstanding result, and the BMW M brand, together with electrified models, emerged as the main growth drivers for the BMW Group in 2025. The MINI brand achieved substantial growth with its all-new model family, posting a 17.7% year-on-year sales increase.

Neue Klasse ramp-up begins in 2026

Research and development has always been a core investment priority for the BMW Group, which is **focusing on the electrification and digital upgrade of its entire model line-up,**

laying a solid foundation for the rollout of Neue Klasse technology clusters and product innovation.

The BMW Group has achieved a pivotal breakthrough in the implementation of its Neue Klasse strategy. As the first volume-production model of the Neue Klasse line-up, the all-electric BMW iX3 is injecting core momentum into the future development of the brand and the Group. The model has successfully commenced volume production and completed production ramp-up at the new plant in Debrecen, Hungary, with the first customer deliveries fulfilled and the model now available at all BMW showrooms across Europe. **Demand for the Neue Klasse BMW iX3 has far exceeded expectations: one in three orders for all-electric BMW models in Europe is for this vehicle**, which has also successfully attracted a large number of new customers choosing the BMW brand for the first time. To meet the robust market demand, the Debrecen plant has already started two-shift operations. Meanwhile, the second Neue Klasse model – the BMW i3 – will celebrate its global premiere in Munich on Mar. 18th.

Going forward, the BMW Group will roll out Neue Klasse technologies across its entire product portfolio at a rapid pace of innovation, launching more than 40 new or updated models between now and 2027. The all-new BMW 3 Series and X5 in core market segments will be available with all drive train variants, with every model benefiting extensively from Neue Klasse technologies. In 2027, **the BMW M brand will also usher in a new era for the high-performance segment with the launch of its first fully electric M model based on the Neue Klasse platform, engineered with professional track capability.** Leveraging Neue Klasse's dedicated technology clusters and modular technology approach, the BMW Group can deeply integrate market-specific functions and content into vehicle R&D and production, while continuously enhancing its R&D capabilities to respond more quickly and flexibly to local customer needs in each region and develop tailored solutions.

2025: Laying a solid foundation; 2026: Embarking on a new journey, deepening strategic layout in the Chinese Market

The year 2025 served as a strategic period of intensive cultivation and systemic consolidation for BMW in China. Amidst a highly competitive market environment, the BMW Group continued to deepen its local footprint, reinforcing systemic resilience across all dimensions to fully prepare for the launch of the China-exclusive Neue Klasse BMW iX3 Long Wheelbase in 2026. Co-developed by the BMW Group and its local R&D team exclusively for the Chinese market, this model can be described as BMW's "most China-specific" product to date, with its localized driving characteristics and digital functions

earning high praise from local media.

In 2025, the BMW Group continued to **strengthen its three core competencies in China: innovation, intelligent manufacturing and sales channels**. The Group built its largest R&D network outside of Germany; consolidated the foundation for the mass production of Neue Klasse models with the Shenyang production base at its core and refined the local supply chain; collaborated with dealers to optimize channel operations and service quality; and deepened partnerships with local industry leaders including CATL, Alibaba and Momenta, engaging in all-round cooperation in the supply chain, intelligent technology and driver assistance systems.

Entering 2026, the BMW Group steps into a pivotal phase where its Neue Klasse strategy is fully gaining traction and delivering results at scale. The long-wheelbase BMW iX3 will officially roll off the production line in Shenyang, a milestone that underscores the remarkable advancements in BMW's integrated operational capabilities and ushers in a new chapter for the brand's development in China. Equipped with BMW's sixth-generation eDrive technology, the "Heart of Joy" and other proprietary technological breakthroughs, this model deeply integrates China's local AI ecosystem, seamlessly fusing pure driving pleasure, exceptional safety, cutting-edge intelligence and premium luxury to cement its position as the definitive benchmark in its segment.

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