



Media information
13 January 2022

BMW M GmbH enters its anniversary year with a new sales high.

Sales growth continued in 2021 – BMW M GmbH was the global market leader in the performance car and high-performance car segment for the third year running – Spotlight in the brand’s 50th anniversary year centres on the latest round of new products, alluring special-edition models and the next stage in the electrification offensive.

Munich. For the third time in a row, BMW M GmbH ended the financial year as the global market leader in the performance and high-performance car segment. Indeed, the company posted record sales once again in 2021. A total of 163,542 BMW M cars were delivered to customers worldwide last year, a 13 percent increase on 2020.

This growth was spread equally between the High-Performance sports cars and Performance cars made by BMW M GmbH, with both product categories raising their sales figures to a new level. “This success is the perfect start to our anniversary year,” says Franciscus van Meel, CEO of BMW M GmbH. “M is in a stronger position than ever as it celebrates its 50th birthday.”

New BMW M3 and new BMW M4 enjoy immediate success.

The biggest drivers of growth among the High-Performance sports cars were the new BMW M3 and BMW M4 models introduced in spring 2021. Fuelled by a vehicle concept focused squarely on emotionally charged dynamism and unprecedented diversity in the model range, the new BMW M3 Sedan (fuel consumption combined: 10.2 – 10.0 l/100 km [27.7 – 28.3 mpg imp]; CO₂ emissions combined: 231 – 227 g/km as per WLTP), new BMW M4 Coupé (fuel consumption combined: 10.1 – 9.9 l/100 km [28.0 – 28.5 mpg imp]; CO₂ emissions combined: 230 – 226 g/km as per WLTP) and new BMW M4 Convertible (fuel consumption combined: 10.2 l/100 km [27.7 mpg imp]; CO₂ emissions combined: 233 – 231 g/km as per WLTP)

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got off to an extremely successful start. The latest model generation is the first to offer customers two output levels topping out at 375 kW/510 hp, the M xDrive all-wheel-drive system and a choice of either a six-speed manual gearbox or the eight-speed M Steptronic transmission.

“The response to the new generation of the BMW M3 and BMW M4 has been simply overwhelming,” reports Timo Resch, Vice President Customer, Brand and Sales at BMW M GmbH. “We can therefore expect demand for these iconic sports cars to continue on an upward curve in 2022.”

Also making a powerful contribution to the latest rise in High-Performance model sales at BMW M GmbH were the BMW X5 M Competition (fuel consumption combined: 13.6 – 13.3 l/100 km [20.8 – 21.2 mpg imp]; CO₂ emissions combined: 308 – 303 g/km as per WLTP) and BMW X6 M Competition (fuel consumption combined: 13.4 – 13.1 l/100 km [21.1 – 21.6 mpg imp]; CO₂ emissions combined: 305 – 299 g/km as per WLTP). Following the successful market launch of the latest model generation the previous year, the charismatic High-Performance sports cars in the Sports Activity Vehicle and Sports Activity Coupé segment – both powered by a 460 kW/625 hp V8 engine – increased their sales figures once again in 2021.

Alluring and in demand: the BMW M models in the BMW 4 Series range.

The dynamic excellence, agility and precision for which M is renowned also enabled the brand’s Performance models to delight and excite a wide range of customers over the past year. Credit for the latest boost to sales goes above all to the M models based on the new BMW 4 Series. Particularly popular were the variants of the new BMW 4 Series Coupé, whose line-up consists of the BMW M440i Coupé (fuel consumption combined: 8.1 – 7.4 l/100 km [34.8 – 38.2 mpg imp]; CO₂ emissions combined: 184 – 167 g/km as per WLTP) and BMW M440i xDrive Coupé (fuel



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consumption combined: 8.2 – 7.5 l/100 km [34.5 – 37.7 mpg imp]; CO₂ emissions combined: 186 – 170 g/km as per WLTP) powered by a 275 kW/374 hp six-cylinder in-line petrol engine, and the BMW M440d xDrive Coupé (fuel consumption combined: 6.3 – 5.7 l/100 km [44.8 – 49.6 mpg imp]; CO₂ emissions combined: 165 – 150 g/km as per WLTP), whose six-cylinder in-line diesel unit produces 250 kW/340 hp.

The latest BMW X models within the ranks of M's Performance cars also proved extremely desirable. Indeed, the BMW X3 M40i powered by a six-cylinder in-line engine with 265 kW/360 hp (fuel consumption combined: 9.5 – 8.8 l/100 km [29.7 – 32.1 mpg imp]; CO₂ emissions combined: 216 – 199 g/km as per WLTP) and the BMW X7 M50i (fuel consumption combined: 12.8 – 12.3 l/100 km [22.1 – 23.0 mpg imp]; CO₂ emissions combined: 292 – 280 g/km as per WLTP) with its 390 kW/530 hp V8 unit both posted an increase in new registrations.

Looking ahead to an anniversary year brimming with highlights.

BMW M GmbH will continue its product offensive in this anniversary year with the addition of new High-Performance and Performance models. Highlights include the new BMW M240i xDrive Coupé (fuel consumption combined: 8.8 – 8.1 l/100 km [32.1 – 34.9 mpg imp]; CO₂ emissions combined: 200 – 185 g/km as per WLTP) and the arrival later in the year of the first BMW M3 Touring and an exclusive special-edition model based on the new BMW M4 Coupé.

In addition, the BMW Group subsidiary – which was founded as BMW Motorsport GmbH in May 1972 and enjoys the status of an independent manufacturer – will also drive the transformation to electric mobility. Following in the tyre tracks of the BMW i4 M50 (electric power consumption combined: 22.5 – 18.0 kWh/100 km as per WLTP; CO₂ emissions combined: 0 g/km) in the first half of 2022 will be the likewise fully electric



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BMW iX M60 (projected electric power consumption combined: 24.7 – 21.7 kWh/100 km as per WLTP; CO₂ emissions combined: 0 g/km).

The most powerful BMW M model ever made points the way to the future of the brand.

The anniversary year will be crowned by the start of production of the BMW XM. The most powerful BMW M car ever to go into series production is also the brand's first High-Performance model to employ a plug-in hybrid drive system. Its newly developed M Hybrid technology brings together a V8 engine and a high-performance electric motor to develop maximum output of 550 kW/750 hp and peak torque of 1,000 Nm (737 lb-ft). The design of the BMW XM majors on presence and extrovert appeal and in so doing sends out a clear statement in the luxury segment.

“Our first standalone model since the legendary BMW M1 represents a complete re-imagining of the high-performance car segment,” says van Meel. “The BMW XM blends expressive design and progressive interior luxury with an incomparable driving experience that serves up both sublime performance and the ability to glide along in near silence in all-electric mode. In so doing, it provides an inimitable expression of poise and assurance, and at the same time points the way to the future of our brand.”



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The fuel consumption, CO₂ emissions, electric power consumption and operating range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, WLTP figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2>.



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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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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