

Media Information
9 January 2026

BMW Group vehicle sales grew in 2025 – strong performance particularly in Europe and the US, and with electrified models

- BMW Group increases global sales of electrified vehicles, significant growth in Europe
- BMW brand maintains position as global segment leader, with increased market share in the US and Europe
- Milestone for MINI in 2025: 100,000th fully-electric MINI delivered to customer
- BMW M achieves new sales record
- Jochen Goller: **“In a challenging environment, we sold more vehicles than the previous year, with strong demand for our electrified vehicles in particular.”**

Munich. The BMW Group delivered a total of 2,463,715 vehicles to customers in 2025 – an increase of +0.5% year-on-year. This includes the delivery of 642,087 electrified vehicles, a growth of 8.3% over the previous year. The BMW Group also saw a slight increase in sales of fully-electric models, with 442,072 units delivered worldwide. In Europe, in particular, the BMW Group reported a significant growth of +28.2% in fully-electric vehicles. The company's sales performance in 2025 demonstrates that the BMW Group's technology-neutral approach and premium multi-brand strategy, with a broad product portfolio across all relevant segments, are receiving a positive response from customers. Subdued demand in China was offset by other sales regions.

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“In 2025, in a challenging environment, the BMW Group sold more vehicles than in the previous year. Our electrified vehicles were in particularly high demand. Europe reported especially strong growth, with battery-electric vehicles accounting for about a quarter of total sales, and BEVs and PHEVs combined reaching a share of over 40% across the region. We remain fully on track to meet our EU CO₂ fleet

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target for 2025," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales. **"Especially in Europe, 2026 will be marked by the NEUE KLASSE. At the same time, we will be introducing several new models this year, such as the BMW X5, BMW 3 Series, and BMW 7 Series. In total, the BMW Group will launch more than 40 new and revised vehicles with various drive options by 2027,"** added Goller.

Electrified vehicles accounted for 26% of total BMW Group sales worldwide in 2025, with fully-electric vehicles representing around 18%.

The BMW brand delivered 2,169,761 vehicles to customers in the full year 2025 (-1.4%). Thanks to its attractive product portfolio across all technologies, the brand maintained its position as the global segment leader, with sales growth in Europe, the Americas and parts of Asia largely offsetting subdued demand in China. **BMW M GmbH** achieved a new all-time sales high, with a total of 213,457 vehicles delivered in the full year (+3.3%). The **MINI** brand enjoyed a strong 2025, delivering a total of 288,290 vehicles to customers – an increase of +17.7% over the previous year. Its fully-electric vehicles, in particular, are proving popular with customers worldwide. The British premium brand celebrated an important milestone, with the delivery of the 100,000th fully-electric MINI to its new owner. This means that more than one in three MINIs delivered in 2025 had a fully-electric drive train. The **Rolls-Royce** brand delivered 5,664 units to customers (-0.8%) in the full year. During the same period, **BMW Motorrad** sold 202,563 motorcycles and scooters (-3.7%).

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BMW Group sales in Q4/YTD December 2025 at a glance

	4th Quarter 2025	Compared with previous year %	YTD December 2025	Compared with previous year %
BMW Group Automobiles	667,981	-4.1%	2,463,715	+0.5%
BMW	584,379	-5.2%	2,169,761	-1.4%
- BMW M GmbH	55,286	-7.9%	213,457	+3.3%
MINI	82,038	+4.9%	288,290	+17.7%
BMW Group electrified¹	171,800	-6.6%	642,087	+8.3%
BMW Group BEV	118,635	-10.5%	442,072	+3.6%
Rolls-Royce	1,564	-10.2%	5,664	-0.8%
BMW Motorrad	43,407	-7.5%	202,563	-3.7%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	4th Quarter 2025	Compared with previous year %	YTD December 2025	Compared with previous year %
Europe	278,715	+4.0%	1,016,360	+7.3%
Germany²	82,274	+14.4%	290,742	+8.7%
Asia	227,148	-13.2%	871,550	-9.3%
China	160,556	-15.9%	625,527	-12.5%
Americas	145,127	-3.5%	508,221	+5.7%
USA	120,398	-4.6%	417,638	+5.0%

²Provisional registration figures

The delivery figures reported in this press release are provisional and may change up until the BMW Group Report 2025 is published. Notes on how delivery figures are prepared can be found in the BMW Group Report 2024 on p. 427.

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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 over 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 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 and production to the end of their useful life.

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