



Media information
9 January 2026

Continued growth for performance cars: BMW M GmbH marks 14th consecutive record year.

+++ Sales increased to 213,457 vehicles +++ BMW M GmbH marks 7th consecutive year as most successful manufacturer among its direct competitors +++ BMW X3 M50 is best-selling model +++ BMW M5 and BMW M5 Touring drive growth in the high-performance segment +++

Munich. BMW M GmbH once again achieved outstanding sales growth in 2025. For no less than the 14th time in a row, the manufacturer of high-performance and performance vehicles reported record sales. And for the 7th time running, BMW M GmbH vehicles outsold their competitors by a considerable margin. A sales total of 213,457 vehicles surpassed the previous year's excellent result (206,582 vehicles) by three per cent. Both the high-performance and performance models set new benchmarks. Keys to success in all markets are a state-of-the-art model range spanning many vehicle classes and an extensive portfolio of powertrain options. In 2025, nearly every tenth BMW sold was a BMW M model. This share of 9.8 per cent represents another milestone.

"Our 14th consecutive sales record validates our strategy. We will continue to offer performance and high-performance vehicles across the entire BMW model range. With fully electric, partly electric and all-ICE powertrains," says Franciscus van Meel, CEO of BMW M GmbH.

High-performance executive models drive growth.

The high-performance models from BMW M GmbH combine racetrack capabilities with unrestricted everyday usability. BMW M5 models became key growth drivers in 2025. The BMW M5 Sedan (energy consumption, weighted, combined: 17.6–17.2 kWh/100 km and 5.0–4.8 l/100 km (WLTP); CO₂ emissions, weighted, combined: 114–108 g/km (WLTP); CO₂ classes: with discharged battery G, weighted, combined C; fuel consumption with discharged battery: 10.7–10.5 l/100 km (WLTP))*¹ and the BMW M5 Touring (energy consumption, weighted, combined: 18.1–17.6 kWh/100 km and 5.3–5.0 l/100 km (WLTP); CO₂ emissions, weighted, combined: 119–114 g/km (WLTP); CO₂ classes: with discharged battery G, weighted, combined D–C; fuel consumption with discharged battery: 10.9–10.7 l/100 km (WLTP))*¹ saw enormous sales increases in their first full year on the markets, making them key contributors to the success of BMW M GmbH. Both vehicles offer a model-specific version of the M HYBRID

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system with a peak output of 535 kW/727 hp and a maximum system torque of 1,000 Nm. A high-revving V8 engine with M TwinPower Turbo technology and an electric motor combine with an eight-speed M Steptronic transmission to provide power to the M xDrive all-wheel drive system. The great appeal of the BMW M5 Touring was underscored by a "Golden Steering Wheel" award. This accolade is awarded by "Auto Bild" and "Bild am Sonntag", both published by the German Axel Springer SE publishing house. The high-performance model achieved the highest points score of all finalists in the competition. Moreover, the distinguished jury rated the BMW M5 Touring ahead of the other class finalists in all driving disciplines, as well as in terms of efficiency and value for money.

The BMW M2 Coupé (fuel consumption, combined: 10.2–9.7 l/100 km; CO₂ emissions, combined: 230–221 g/km (WLTP), CO₂ class: G)* was the best-selling high-performance vehicle of 2025. This model is also available with a manual transmission (fuel consumption, combined: 10.2–9.7 l/100 km; CO₂ emissions, combined: 230–221 g/km (WLTP), CO₂ class: G)* and as an even more track-focused BMW M2 CS special model (fuel consumption, combined: 10.0 l/100 km; CO₂ emissions, combined: 226 g/km (WLTP), CO₂ class: G)*. This delivers 390 kW/530 hp of power and recently set a new record time of 7:25.5 minutes on the Nürburgring.

Favourite among performance enthusiasts: the BMW M3 family.

The BMW M3 models are another family of high-performance best-sellers. The series impresses with perfectly tailored model variants and includes sedans with various output levels. The BMW M3 entry-level model is a particularly purist vehicle that comes with a six-speed manual transmission and 353 kW/480 hp of power (fuel consumption, combined: 10.1 l/100 km; CO₂ emissions, combined: 230–229 g/km (WLTP), CO₂ class: G)*. Then there are the extremely popular Touring variants. 2025 also saw the launch of the BMW M3 CS Touring (fuel consumption, combined: 10.5 l/100 km; CO₂ emissions, combined: 238 g/km (WLTP), CO₂ class: G)*, the most sporting exemplar with 405 kW/551 hp. The large number of BMW M3 family sales is a clear sign of the model series' continued allure and represents a major contribution to the new record of almost 71,500 high-performance vehicles sold.

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M Performance model is BMW M GmbH best-seller.

A particularly popular model and also the best-selling BMW M GmbH vehicle of 2025 was the BMW X3 M50 (fuel consumption, combined: 8.3 l/100 km; CO₂ emissions, combined: 189 g/km (WLTP); CO₂ class: G)*. The top athlete in the premium mid-size SAV segment offers unique performance capabilities and a charismatic appearance. The M TwinPower Turbo engine, combined with 48-volt mild hybrid technology, delivers a maximum system output of 293 kW/398 hp. The power of the BMW X3 M50 is complemented by specific chassis technology and signature M design elements. With these attributes, it overtook the BMW i4 and its M60 Gran Coupé xDrive variant (energy consumption, combined (WLTP): 20.9 kWh/100 km; CO₂ emissions, combined (WLTP): 0 g/km, CO₂ class: A)*, which delivers an output of 442 kW/601 hp and a range of up to 551 km. The electric BMW i4 range-topper was the best-selling BMW M GmbH model from 2022 to 2024.

In 2025, nearly every tenth BMW sold was a BMW M model, and the sales share of 9.8 per cent (9.4 per cent in the year prior) represents another new record. BMW M vehicles are especially popular in Switzerland, where nearly every fourth BMW ordered is a BMW M model.

Exceptional sales total, top spots in the individual markets.

In the key markets, BMW M GmbH vehicles led the field, beating their competitors by a considerable margin. The models were particularly coveted in the U.S., the largest single market at over 72,000 units sold. But BMW M models also achieved top positions in markets such as Canada, Germany, Korea, South Africa and the United Kingdom. In China, BMW M GmbH achieved its largest absolute sales increase.

Focused model strategy to secure and expand top position.

The state-of-the-art model portfolio with its comprehensive range of ICE, plug-in hybrid and all-electric vehicles is at the heart of BMW M GmbH success. The development of models based on the Neue Klasse will provide further momentum. "Our strategy of being open towards new technologies once again paid off in 2025. BMW M GmbH stands for optimal performance, independently of the powertrain type. In all markets and across all vehicle classes. Customers looking for a performance or high-performance vehicle will always find it at BMW M

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GmbH", says Sylvia Neubauer, Vice President Customer, Brand, Sales at BMW M GmbH.

Motorsport remains a key pillar at BMW M GmbH.

The BMW M Motorsport race cars – the BMW M Hybrid V8, the BMW M4 GT3 EVO and the BMW M4 GT4 EVO – achieved a total of more than 180 victories in 2025. In works motorsport, the BMW M Hybrid V8 delivered a competitive performance in the first half of the FIA WEC season and the IMSA WeatherTech SportsCar Championship. The best result of a season marked by highs and lows was the 1-2 finish at Road America. The BMW M4 GT3 EVO had a tremendous season. While the 1-2 victory at the Bathurst 12 Hour race in Australia was still won by the predecessor model, the EVO version seamlessly continued the series with top results. Triumphs at the Nürburgring 24 Hours (Germany), the Suzuka 1000 (Japan), the Indianapolis 8 Hour race and in the GTD Pro Class at the 6 Hours of the Glen and the Petit Le Mans (both U.S.) are among the highlights of a season that saw over 80 victories and 100 further podium finishes.

Teams driving the BMW M4 GT4 EVO achieved over 100 victories in the 2025 season. More than any other model, the BMW M4 GT4 is associated with customer racing. The victory in the SP10 at the Nürburgring 24 Hours was a particular high point. In the Nürburgring Langstrecken-Serie (NLS) racing series, these vehicles came out on top in nine out of ten races. Moreover, the BMW M4 GT4 EVO triumphed in all classes at the GT4 America. The strong results of the GT4 teams helped BMW M Motorsport secure the SRO manufacturers' title in the GT4 segment. The 2026 season will see the debut of the BMW M2 Racing as a new entry-level vehicle complementing the model portfolio for customer racing.

*** Consumption and emissions data:**

The figures for fuel consumption, CO₂ emissions, energy consumption and range are for vehicles as offered on the German market. All data are based on the new WLTP test cycle. Energy consumption and emissions data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

¹ For plug-in hybrids: weighted, combined (EC AC charge weighted).



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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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