

Media Information
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Growth in the US and Europe, positive sales momentum driven by Neue Klasse models

- Fully-electric vehicles achieve double-digit sales growth in Europe in Q2
- BMW ranks second with electric cars in Germany
- MINI brand records significant growth in first half of 2026
- BMW Group delivers around 1.15 million vehicles in first half-year, world regions with mixed dynamics
- Jochen Goller: **"Incoming orders for the new BMW iX3* on track to reach next milestone"**

Munich. The first half of the year presented a mixed picture: While the market in China and the countries of the Asia-Pacific region saw a significant decline in the first six months of the year, the BMW Group increased its sales in Europe and the US. In Europe, sales rose by around +5.4%. In the US, the company recorded growth of +3.9%, where the BMW brand is outperforming the overall market. In the first half of 2026, the BMW Group delivered a total of around 1.15 million vehicles to customers worldwide, representing a slight decline in sales (-4.2%).

"Despite challenges worldwide, we achieved positive sales results in the US and Europe," said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales. **"The Neue Klasse continues to show strong momentum. With the BMW iX3*, we are on track to reach the next major milestone of 100,000 new orders. The second Neue Klasse model, the BMW i3, is already seeing strong demand since orders opened ahead of its launch."**



With the start of deliveries of the new BMW iX3, sales of fully-electric vehicles showed a positive trend in the second quarter. The BMW Group delivered 116,807 BMW and MINI fully-electric vehicles to customers between April and June 2026 (+5.2%). Particularly in the European market, where the BMW iX3 was available first, BEV sales rose sharply. With 81,445 units delivered in the second quarter, the company recorded double-digit growth of +38.0% across Europe. In Germany, BMW rose to second place in Q2 for registrations of fully electric vehicles.

The **BMW** brand delivered around one million vehicles to customers in the first half of the year (-6.2%). The BMW brand recorded growth in both Europe (+1.5%) and the US (+4.7%). In the USA, growth was primarily driven by the BMW X models. The new BMW X5 was also unveiled there in late June, with its market launch expected to generate positive sales momentum worldwide. During the same period, **BMW M GmbH** delivered 99,595 vehicles to customers (-6.0%).

With a total of 149,538 vehicles sold, the **MINI** brand posted a significant year-on-year increase of +11.7%, marking its sixth consecutive quarter of growth. MINI's fully-electric models experienced strong global demand and were the brand's primary growth driver. The **Rolls-Royce** brand handed over 2,523 vehicles to customers in the first half of 2026 (-9.8%). In the first six months of the year, **BMW Motorrad** delivered a total of 102,847 motorcycles and scooters (-2.9%).

BMW Group sales in Q2/YTD June 2026 at a glance

	2nd Quarter 2026	Compared with previous year %	YTD June 2026	Compared with previous year %
BMW Group Automotive	590,962	-4.9%	1,156,742	-4.2%
BMW	508,675	-7.7%	1,004,681	-6.2%
- BMW M GmbH	52,062	-6.1%	99,595	-6.0%
MINI	81,035	+17.1%	149,538	+11.7%
BMW Group electrified¹	162,870	+0.8%	295,407	-7.4%
BMW Group BEV	116,807	+5.2%	204,295	-7.4%
Rolls-Royce	1,252	-11.5%	2,523	-9.8%
BMW Motorrad	60,112	-2.0%	102,847	-2.9%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	2nd Quarter 2026	Compared with previous year %	YTD June 2026	Compared with previous year %
Europe sales region	260,173	+7.6%	496,651	+5.4%
Germany²	80,748	+9.4%	149,135	+10.2%
China sales region	117,815	-30.2%	261,773	-20.4%
Americas sales region	134,481	+9.5%	244,199	+3.0%
USA	110,169	+11.9%	200,661	+3.9%
Fourth Pillar sales region³	77,317	-10.8%	151,751	-9.6%

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. 427.

***Fuel consumption/emissions data:**

BMW iX3 50 xDrive: energy consumption combined: 18,1–15,1 kWh/100 km (WLTP); CO₂ emissions combined: 0 g/km (WLTP); CO₂ class: A; electric range: 673–805 km (WLTP)

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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 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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