

Media Information  
16 April 2020

## **BMW Group India delivers 2,482 cars (BMW + MINI) in Q1 2020.**

**BMW India registers sale of 2,365 units.**

**MINI India sells 117 units.**

**BMW Motorrad India keeps a fast pace with 1,024 units.**

**Gurgaon.** BMW Group India has delivered 2,482 units of BMW and MINI cars in the first quarter of calendar year 2020 (January – March). BMW India registered sales of 2,365 units and MINI India of 117 units. BMW Motorrad has continued its unabated growth in the premium motorcycle segment with 1,024 motorcycles delivered to customers.

Mr. Rudratej Singh, President and Chief Executive Officer, BMW Group India said, “The coronavirus pandemic presents a mammoth challenge to public health, industry, economy and our business. With the strength of its admired brands and superior products, BMW Group India will remain resilient and responsive in every way. The current situation has brought many operational difficulties and eliminated valuable physical interactions with customers at dealerships. BMW Group India has introduced innovative, contactless and safe ways to meet the requirements of existing as well as potential customers together with dedicated dealer partners, expert teams and strong backbone of processes. Until normalcy returns, our focus will be on consistent digital interaction with our customers and maintaining the performance.”

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<b>CY</b>	<b>BMW</b>	<b>MINI</b>	<b>BMW Group (Cars)</b>	<b>BMW Motorrad (Motorcycles)</b>
Q1 2020	2,365	117	2,482	1,024

BMW saw a significant contribution of over 50% coming from the locally-produced Sports Activity Vehicle (SAV) range including the BMW X1, BMW X3, BMW X5 and the BMW X7. A strong contribution also came from the BMW 5 Series and the BMW 3 Series.

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The iconic MINI Hatch and the locally-produced MINI Countryman together commanded a share of over 60% in MINI sales.

The momentum for BMW Motorrad was primarily driven by the hugely popular BMW G 310 R and the BMW G 310 GS motorcycles which commanded a share of over 80% in the yearly sales. The BMW R 1250 GS / GSA, the BMW F 750 / 850 GS / 850 GSA and the BMW S 1000 RR were also a favourite among motorcycle enthusiasts.

BMW Financial Services India played an instrumental role in facilitating sales performance under challenging market conditions. The customised and flexible financial solutions were significantly valuable to premium clientele of BMW, MINI and BMW Motorrad.

If you have any queries, please contact:

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