

Media Information  
08 January 2021

## **BMW Group India delivers 6,604 cars (BMW + MINI) in 2020.**

## **BMW India sprints ahead at the end of a difficult year amidst adverse market conditions with 6,092 units.**

## **Strong performance by MINI India with 512 units.**

## **BMW Motorrad India continues its momentum with 2,563 units.**

**Gurugram.** BMW Group India has delivered 6,604 units of BMW and MINI cars in 2020. BMW India registered sales of 6,092 units and MINI India of 512 units. BMW Motorrad sold 2,563 motorcycles.

Mr. Vikram Pawah, President, BMW Group India said, “BMW Group India has demonstrated resilience and determination in a tough environment full of new challenges. The strength of our brands, well-structured operations along with the dedication of our employees and dealer partners drove the business to adapt quickly and perform. With improving macroeconomic indicators and consumer confidence, BMW Group India picked up momentum with remarkable efficiency and vigour. We registered strong results at the end of a very difficult year and propelled our segment share significantly in the Indian luxury car market. We are looking towards 2021 with renewed confidence and optimism.”

Company  
BMW India  
Private Limited

A BMW Group Company

Registered Office  
Oberoi Centre  
2nd Floor, Building No 11  
DLF Cyber City, Phase 2  
Gurugram 122 002  
Haryana, India

Corporate Identity  
Number  
U35991HR1997PTC037  
496

Telephone  
+91 124 4566 600

Email  
corporateaffairs@bmw.in

Internet  
www.bmw.in

Bank details  
Citibank India  
520116001  
IFSC-Code  
CITI0000002

| Year | BMW   | MINI | BMW Group<br>(Cars) | BMW Motorrad<br>(Motorcycles) |
|------|-------|------|---------------------|-------------------------------|
| 2020 | 6,092 | 512  | 6,604               | 2,563                         |

BMW India saw significant contribution of over 50% coming from the locally produced Sports Activity Vehicle (SAV) range including the BMW X1, the BMW X3 and the BMW X5. The newly launched BMW X7 experienced astounding demand in all regions. The BMW 3 Series and the BMW 5 Series continued their traditional role as strong contributors in sedan segment.

Media Information

Subject BMW Group India delivers 6,604 cars (BMW + MINI) in 2020.

Page 2

MINI India successfully increased its market share in the premium car segment despite the difficult industry scenario. The brand posted exceptional performance and growth in the last quarter of the year. The locally produced MINI Countryman commanded a share of over 40% in sales. The iconic MINI Hatch and the popular MINI Convertible contributed over 23% each.

BMW Motorrad India overcame all obstacles and posted a stellar annual growth in 2020 against current trends. This success was propelled by the launch of the new BMW G 310 R and BMW G 310 GS. Together, the two motorcycles commanded a share of over 80% in yearly sales. The BMW R 1250 GS / GSA, the BMW F 750 / 850 GS and the BMW S 1000 RR also held on their position as important contributors.

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:

**BMW Group India**

Abhay Dange, Director, Press and Corporate Affairs  
Cell: +91 9910481013; Tel: + 91 124 4566600; Email: Abhay.Dange@bmw.in

Richa Sharma, Business and Finance Communication, Press and Corporate Affairs  
Cell: +91 9910022148; Tel: + 91 124 4566 655; Email: Richa.Sharma@bmw.in

Internet: [www.bmw.in](http://www.bmw.in)  
Facebook: <https://www.facebook.com/bmwindia>  
Twitter: <https://twitter.com/bmwindia>  
YouTube: <https://www.youtube.com/user/bmwindia>  
Instagram: [https://www.instagram.com/bmwindia\\_official](https://www.instagram.com/bmwindia_official)

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