

Media Information
11 January 2024

Trailblazing Performance. BMW Group India Celebrates Highest-ever Annual Sales in 2023.

Highest-ever Car Sales (BMW + MINI) of 14,172 units with +18% growth.

Highest-ever Bike Sales (BMW Motorrad) of 8,768 units with +20% growth.

Highest-ever Quarter 4 Sales for BMW, MINI and BMW Motorrad.

Number 1 in luxury electric vehicle market for the second year with the most diverse product range.

The BMW iX remains India's top selling car in luxury electric vehicles.

MINI 3 Door Cooper SE is India's highest selling premium electric hatchback.

BMW Luxury Class defines forwardism with +88% growth. BMW 7 Series winner of 'Premium Car Award 2024' by ICOTY.

Sports Activity Vehicles propel ahead with +24% growth.

Highest-ever Digital Sales.

Highest-ever BMW and MINI 360° by BMW India Financial Services.

Gurugram. BMW Group India has continued its record-breaking success in 2023 by posting the best-ever annual sales (January – December) – for all three brands – BMW, MINI and BMW Motorrad. BMW Group India delivered 14,172 cars (BMW and MINI) and 8,768 motorcycles (BMW Motorrad). BMW sold 13,303 units and MINI 869 units.

The year closed on a high note as all three brands clocked their highest sales for Quarter 4 – BMW 4,306 (+41%) | MINI 287 (+54%) | BMW Motorrad 1,990 (+3%). Quarter 4 of 2023 was also the best-ever quarter for BMW and MINI. December 2023 saw the highest-ever monthly sales for BMW and MINI.

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Mr. Vikram Pawah, President, BMW Group India said, "2023 has been a record-breaking milestone year for BMW Group India. All three brands – BMW, MINI and BMW Motorrad – have delivered their highest-ever sales. We have the most desirable brands and luxurious products. We have created bespoke experiences and services that ensure complete peace of mind and freedom to enjoy unlimited driving pleasure. As we change the game, our sight is set on increasing the market share and setting new benchmarks."

Period	BMW	MINI	BMW Group (Cars)	BMW Motorrad (Motorcycles)
CY 2023	13,303 +18%	869 +22%	14,172 +18%	8,768 +20%

Mr. Vikram Pawah added, "BMW Group India has successfully retained its leadership in the electric luxury car segment for the second consecutive year. By blending driving pleasure with zero emissions, our luxurious offerings resonate with a growing clientele embracing a progressive and sustainable mindset. We continue to set the pace in the Indian electric luxury vehicle market with the most diverse and innovative product range, designed to cater to diverse customer needs. A perfect example is the BMW iX which is the highest selling luxury electric vehicle in India. With proven strengths, future-oriented technologies and a robust premium charging network, we are confident of taking this to the next level."

BMW Group Electric Vehicles (EV) continued leadership in the luxury segment for second year in a row by registering a three-fold growth with 1,474 units. The BMW iX remains the largest selling luxury electric vehicle in India. BMW Group continues to dominate the luxury electric market with the most versatile portfolio - BMW i7, BMW iX, BMW i4, BMW iX1 and MINI SE. Launch of the first-ever BMW i7 and first-ever BMW iX1 further elevated the enthusiasm. Robust charging infrastructure in premium segment at BMW Group dealer network in 35 cities played a vital role in ensuring user confidence. MINI 3 Door Cooper SE is the highest selling premium electric hatchback in the country.

BMW India – 13,303 units (+18%)

BMW Luxury Class which includes the BMW 7 Series, BMW i7, BMW X7 and BMW XM grew by +88%. The dominance of the BMW 7 Series as best-in-class was underlined by its win as the 'Premium Car Award 2024' at the prestigious Indian Car of the Year (ICOTY) awards. The 'Power of Choice,' encompassing petrol, diesel, and electric drivetrains, amplified appeal of the 7.

BMW Sports Activity Vehicles (SAV) which contributed 54% to annual sales volume saw the best-ever sales growing by +24%. The new X1 was the highest selling SAV with 20% contribution to overall sales. The X7 claimed spot of second highest deliveries.

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The new **BMW 3 Series** was the highest-selling sedan with a share of 20% in sales.

MINI India - 869 units (+22%)

The locally produced MINI Countryman was the most popular model, dominating with a share of 55%. Sales for the electric MINI 3-Door Cooper SE more than doubled, becoming the second-highest selling MINI model at 28%.

BMW Motorrad India - 8,768 units (+20%)

BMW G 310 models registered an impressive growth of +19% and maintained a share of 88% in overall sales. The core bikes available as completely built-up units saw a growth of +33%. Among core models, growth was determined primarily by the high-end GS adventure and RR sports segment.

Highest-ever BMW and MINI 360°

Customers enjoy great value and complete peace of mind with the 360° finance solution from BMW India Financial Services which offers attractive low monthly instalments, assured buy-back, flexible end of term options and an opportunity to upgrade to a new car amongst other benefits. 8 out of 10 cars financed by BMW India Financial Services are through BMW and MINI 360°.

BMW Group India

With BMW, MINI and Motorrad, the BMW Group has its sight set firmly on the premium sector of the Indian automobile market. Along with cars and motorcycles, BMW Group's activities in India comprise of financial services for its premium clientele. BMW India and BMW India Financial Services are 100% subsidiaries of the BMW Group and are headquartered in Gurgaon (National Capital Region). BMW India started operations in 2007. The wide range of its activities include a manufacturing plant in Chennai, a parts warehouse in Pune, a training centre in Gurgaon NCR and development of a dealer organisation across major metropolitan centres of the country. BMW Group Plant Chennai locally produces 11 car models. MINI has successfully established itself as a premium small car brand in India since its launch in January 2012. BMW Motorrad officially started its operations as a part of the Indian subsidiary of BMW Group in April 2017. With BMW, MINI and BMW Motorrad, BMW Group India currently has over 80 touchpoints across the country setting high benchmarks in service quality and customer service. BMW India Financial Services, a Non-Banking Finance Company (NBFC), started operations in 2010. It operates with three business lines: Retail Finance, Commercial Finance and Insurance Solutions (as corporate agents). The services offered through BMW India Financial Services are significantly valuable to the premium clientele who require exclusive and flexible financial solutions.

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