

Media Information
8 April 2026

Unstoppable Momentum Powers BMW Group India's Best-Ever Q1.

Record Deliveries of 4,567 units with Exceptional +17% Growth.

**Luxury EV Brand that India Trusts Most - Year After Year.
Electric Lead Continues with over 70% market share, +83% Growth,
26% Share in Sales.**

Long Wheelbase Boom Dominates the Portfolio with Sales Rising +23%.

Sports Activity Vehicles Accelerating Faster Than Ever: +38% Growth.

27 New Products: Most Ambitious Product Offensive Year Yet.

Gurugram. BMW Group India has posted its **highest-ever Q1 car sales**, registering consistently high double-digit growth in an otherwise moderate segment performance. The company sold 4,567 cars in first quarter of calendar year 2026, achieving **high growth of +17% year-on-year** (YoY). The year started off on a very positive note with every month recording its best-ever sales.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "BMW Group India has entered 2026 in an extremely strong position. We have achieved our highest-ever Q1 sales, registering solid double-digit growth, despite macroeconomic and geopolitical headwinds. Our lead in India's luxury electric mobility also continues thanks to the immense trust our valued customers have put in our electric offerings in terms of performance, EV ecosystem and technology. We are geared to a pulsating 2026 that will be marked by our most ambitious product offensive, with 4 already launched and 23 more to go. Sustaining this momentum into long-term success, our unwavering focus on customer experience, aftersales and brand connect will be taken to the next level. With each new car, we aim to deliver JOY to our customers who enable this success story for BMW Group India."

Electric Vehicles (EV)

Making electric mainstream in the luxury segment, BMW Group India is the **most preferred luxury EV brand**. The electric lead continued in Q1 with **1,185 BMW and MINI EVs** sold, achieving **+83% growth YoY**. **Every fourth car BMW Group India sells today is an EV**. The

company commands the **largest market share** of over **70%** in luxury electric segment in India. The **EV penetration** to total sales **stood at 26%** in Q1.

BMW Group India continues to strengthen its leadership in luxury electric mobility with a comprehensive and **highly curated luxury EV ecosystem**. The brand offers an unmatched blend of cutting-edge electric products with long range and high performance, extensive charging convenience, assured buy-back value and an attractive cost of ownership. BMW Group India has expanded its customer-centric initiatives with offerings such as Destination Charging, Smart E-Routing, Charging Concierge and the High-Power Charging Corridor. Through partnerships with leading service providers, BMW and MINI customers now enjoy access to over 6,000 charging points nationwide, comprising of a high number of DC chargers. The company also boasts the widest EV portfolio in the luxury segment, spanning six electric cars and two electric scooters: BMW i7, BMW iX, BMW i5, BMW iX1 Long Wheelbase, MINI Countryman E, MINI Countryman SE ALL4, BMW CE 04 and BMW CE 02.

Long Wheelbase Range

BMW Long Wheelbase models redefine comfort, luxury and performance, while retaining the core of the BMW DNA, that is Sheer Driving Pleasure. In Q1, Long Wheelbase models accounted for over 50% of sales with **growth of +23% YoY and sales of 2,256 units**.

Sports Activity Vehicles (SAV)

BMW Group India SAVs recorded an even faster pace of **growth at +38% YoY at 2,966 units**. Highly favoured among the luxury SAV enthusiasts, their share in sales today stands at 65%.

MINI

MINI made a mighty leap in the first quarter, delivering **213 units** and achieving an impressive growth of **+42%**. With an expanded range and wider appeal, customers showed equal enthusiasm for the Hatch, Convertible and Countryman models. Strengthening its portfolio further, MINI introduced exciting new launches in recent months, including the MINI Convertible, MINI Countryman JCW ALL4 and MINI Countryman SE ALL4, drawing in even more fans to the brand's iconic charm and spirited performance.

BMW Motorrad

BMW Motorrad delivered **1,216 motorcycles** in Q1 2026. Demand was driven by BMW G 310 RR, BMW S 1000 RR, BMW 900 GS / GSA, BMW 1300 GS / GSA.

Power-Packed Year

In 2026, BMW Group India will launch **27 new products**, including all-new generation models, major facelifts and special limited editions from BMW, MINI and BMW Motorrad. Exciting four new launches in Q1 include the all-new BMW M2 CS, BMW X3 30, BMW M 1000 R and MINI Cooper S Victory Edition. In Q2, eight products and editions will hit the market.

Integrated Brand Engagements Where Passion Meets Community

BMW Group India is also significantly investing in **strengthening the community** of owners and fans by dialing up new experiences along with established platforms. Engagements such as

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BMW M Drift Academy, Womens' Power Drive, BMW Golf Cup, MINI Go-Kart Days, BMW GS Experience have garnered excellent response from participants. In addition, BMW's long-standing cultural engagements in the sphere of art with India Art Fair, Kochi Muziris Biennale, provide a space for luxury connoisseurs to appreciate the joy of creativity. BMW Excellence Club further adds exclusivity with curated luxury experiences in travel, lifestyle and sports.

Retail.NEXT: Redefining the Luxury Experience

With launch of Retail.NEXT, BMW Group India aims to create a future-forward retail space that not only showcases its vehicles but also embodies the brand's commitment to luxury, innovation, and customer satisfaction. Today, the total number of touchpoints across the three brands is 97 in 40 cities. In 2026, the company will add 19 outlets in 18 cities.

BMW India Financial Services

In Q1 2026, 1 out of every 4 BMWs that was financed was through BMW India Financial Services. Through its innovative 'BMW Smart Finance' solutions, BMW India Financial Services delivers a compelling value proposition and complete peace of mind. The tailored financial products offer attractive benefits such as up to 40% lower monthly instalments, assured buy-back of up to 74% of the ex-showroom price, flexible end-of-term options, and the freedom to upgrade to a new car with ease. By making ownership more accessible and hassle-free, BMW India Financial Services plays a crucial role in enabling sales and driving customer loyalty for the group brands.

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