

Media Information  
6 January 2026

## **BMW Group Ireland leads the premium segment in 2025.**

- BMW Group Ireland delivers a strong 2025 sales performance in with 5,868 vehicle registrations.
- BMW recorded 5,143 registrations, establishing its position as the leading premium automotive brand in Ireland.
- Continued momentum in electric sales with 1,153 all-electric BMW and MINI vehicles registered in 2025, representing over 19 percent of the total volume.
- Leadership in the luxury class, driven by strong growth for BMW i7, M5 alongside sustained demand for BMW XM.
- MINI registrations increased to 725 units (2024: 561), with almost 50 per cent fully electric.

**Dublin.** BMW Group Ireland has delivered a strong performance in 2025, reporting 5,868 registrations, with over 19 per cent of these vehicles being battery electric vehicles (BEV). The BMW brand recorded 5,143 registrations (2024: 4,619), establishing its position as Ireland leading premium automotive brand. MINI registered a total of 725 vehicles with almost half of these fully electric.

The BMW brand registered 801 fully electric models in 2025, with year-on-year growth in key electric models including the BMW iX1 and BMW iX2.

"BMW Group Ireland has delivered a strong year, with BMW establishing its position as Ireland's leading premium automotive brand and MINI continuing its momentum with a revitalised model range," said Helen Westby, Managing Director, BMW Group Ireland.

"Our focus remains on giving customers the right choice of vehicle at the right time. We will begin customer deliveries in March of the first Neue Klasse model, the BMW iX3, marking the start of a new generation of BMW vehicles that deliver a clear leap forward in technology, design and driving dynamics.

The BMW iX1 led the brand's all-electric registrations (372 registrations) thanks to its competitive pricing and inclusion in the current Government incentives (the SEAI Grant, Vehicle Registration Tax (VRT) relief, and 0% Benefit-In-Kind (BIK) threshold). It's imperative the Government continues to support the BEV market if we want to build on this momentum."

Meanwhile demand for plug-in hybrid models continued to grow, with a total of 3,153 PHEV registrations, increasing by 33 per cent over 2024, with models such as the BMW X3 and BMW XM outperforming expectations.

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In addition to its all-electric success, BMW's wider model portfolio continued to perform strongly. The BMW X5 and BMW X1 were the brand's best-sellers, while the BMW 5 Series and BMW 1 Series also recorded significant increases. Following its first full year on sale in Ireland, the fourth generation BMW X3 recorded a 49.5 per cent increase in registrations, reflecting continued customer appeal driven by its refreshed design, plug-in hybrid technology and advanced in-car technology.

BMW M recorded another market-leading year in Ireland in 2025, with 150 BMW M5 registrations, reflecting strong demand across both M Performance and M High Performance models and underlining the brand's appealing blend of everyday usability thanks to its plug-in hybrid motor technology while also delivering motorsport-inspired performance.

Following its successful transition to The New Retail in 2025, MINI saw significant momentum throughout the year. Registering a total of 725 units, MINI achieved 48.55 per cent BEV sales and a significant increase in sales up 29 per cent from 2024, driven by the brand's completely revitalised product portfolio.

"2025 has been a standout year for MINI in Ireland, driven by the growing demand for our fully electric models alongside the continued success of our most iconic vehicles," said Julie Bothwell, Sales and Marketing manager for MINI Ireland.

"The successful transition to an agency model under The New Retail has been underpinned by the commitment of our retailer partners, who have played a vital role in delivering this performance. With nearly a third of our sales now fully electric, MINI continues to make progress in its electrification journey while staying true to the brand's iconic character."

**BMW Group Ireland registrations -January to December 2025:**

	<b>2025</b>	<b>2024</b>	<b>per cent change</b>
<b>BMW</b>	5,143	4,619	+11.3%
<b>MINI</b>	725	561	+29.2%
of which MINI BEV	325	133	+164.7%
<b>Total BMW Group Ireland</b>	5,868	5,180	+13.28%

**Ends**

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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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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 and production to the end of their useful life.

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