

BMW Group Latin America keeps its leader position in the Premium segment of the region.

- Globally, BMW Group sold 2,324,809 units of its BMW, MINI and Rolls-Royce brands in 2020.
- The Group confirms its leadership in 25 countries where it is present in Latin America.
- BMW Group Latin America will keep on leading its efforts towards customer service and digitalization in 2021.

Mexico City, February 4, 2021. BMW Group confirmed once again its global leadership as Premium automotive manufacturer in 2020; this is an evidence of its strength in operations and skills to focus on developing its business in a challenging environment. In 2020, BMW Group consolidated as worldwide leader for the Premium segment by selling 2,324,809 units of its BMW, MINI and Rolls-Royce brands.

As a response to the conditions provoked by the corona pandemic and due to the importance of having a safe sales process for our customers, BMW Group had systematic digitalization advances during the last year. “We responded to the effects of the corona pandemic with great agility in sales management and production. As a result, we succeeded in concluding the year with a strong fourth quarter and once again we lead the premium segment worldwide”, said Pieter Nota, Member of the Board of Management of BMW AG responsible for Customer, Brands and Sales.

BMW Group keeps its commitment to the Latin American region.

In this changing panorama throughout the world, BMW Group reinforces its commitment to the Latin American region, an essential territory to keep the Group’s positioning in the Premium segment.

Strategically, in 2020, BMW Group Latin America together with its Dealership and Importer Network bet on innovation and the use of technological tools to be closer to customers. Virtual showrooms as well as digitalization actions (online appointments) were implemented to maintain the development and strength of the business for providing Premium services to customers requiring them.

For customers in the region, the After Sales area implemented new processes such as the vehicle pickup for maintenance service through safe environments always in line with the regulations of each country. On the other hand, the staff of the Dealership and Importer networks was trained remotely.

“Despite the atypical challenging environment of 2020, BMW Group Latin America saw two key factors to maintain its positioning. On one hand, implementing innovative strategies focused on customers’ experience and business development displaying more digital contact points. Thanks to the commitment of our Dealership and Importer network, we have stayed close to our customers during the contingency and the confinement. On the other hand, we keep strengthening our range by launching new vehicle and motorcycle models in the markets, satisfying the demands and tastes of all drivers supported by the research and development that assure the best performance

of each vehicle of the Group. The goal of 2021 is to keep offering the best quality in products and services, responding with agility and efficiency to the needs of the different countries, always looking ahead and with consistent commitment to evolution for setting the tone in the industry”, expressed Dr. Alexander W. Wehr, CEO and President of BMW Group Latin America.

BMW Group Brazil consolidates as an essential player for Latin America.

Brazil has been an important player for BMW Group in the Latin American region for years and 2020 was no exception. Giving continuity to its direction towards development of new technologies, BMW Group Brazil headed digitalization strategies which led to its positioning as absolute leader in the Premium segment of the motor vehicle industry. In relation to the vehicles delivered to customers, the company has overcome even the income of 2019 which is a prove of the trade strength of the company in this market in an extremely volatile year.

“During 2020, when we celebrated 25 years of official presence in Brazil, we stayed as Premium segment leaders in cars and motorcycles with an outstanding importance in the digital environment. Also, we developed and launched new technologies. I’m grateful to all our team, Dealership network and customers for their trust and joint work. We closed 2020 with a historical sales record for the BMW Motorrad brand. We hope to be as successful during 2021”, said Aksel Krieger, CEO of BMW Group Brazil.

Historical leadership in importer markets.

BMW Group works thoroughly and together with the importer markets of Latin America and the Caribbean through which it operates in the region, always in line with the specific situation and needs of each country. In front of the contingency, some innovative activities were implemented for customers such as outdoor sales rooms with all hygiene and safety protocols.

BMW Group confirms its position as region leader in 2020 reaching a historical figure in market share with the BMW brand (40.4%).

“We managed to keep the positioning of BMW Group as Premium leader segment in the region thanks to a sound strategy with our partners and allies which adapted to our customers’ demands in a challenging environment with a huge global impact due to the COVID-19 pandemic. We will keep on creating effective synergies to consolidate our leadership”, assured Antonio Antela, CEO of Importer Markets of BMW Group Latin America.

BMW Group Mexico works with key actions to provide Premium customer service.

In 2020, the company focused on assuring the business performance working closely to the Dealership network to satisfy the local market needs in front of the environment instability of the country. Also, the year represented a challenge and an opportunity for BMW Group Mexico to consolidate innovative actions in the Premium service that has distinguished its BMW, MINI and BMW Motorrad brands from its arrival to Mexican territory.

For instance, in 2020 JD Power Mexico recognized BMW as the best evaluated luxury brand in the Sales Satisfaction Survey while MINI ranked first in Service Satisfaction in the Premium segment.

“BMW Group Mexico will continue working under the philosophy of evolution and adaptation to motor vehicle industry challenges both in the country and worldwide. This has led us to develop actions to respond to our customers’ demands. For example, despite the contingency, we kept our launches virtually to widen the product portfolio, we held events with innovative logistics in safe environments and we digitalized services for brand fans”, said Maru Escobedo, CEO of BMW Group Mexico.

BMW Group has been ratifying its commitment to its customers in Argentina for the last 20 years.

In the economic and social environment of the last years in Argentina, the different industries in this territory have been suffering important impacts including the motor vehicle industry, and particularly the Premium segment.

BMW Group seeks adapting to adverse situations and keeping its commitment to the country, proof of which is that BMW Group Argentina celebrated its 20th anniversary during the year 2020. The year 2021 will be a challenging year that will force us to duplicate our efforts and work in a steady strategy focused on customer service to face the effects of the pandemic and the macroeconomic conditions of the country which kept on having an impact on the income of the Group.

“Argentina is an important market for BMW Group. Throughout two decades of continuous presence in the country, we have managed to deliver the vehicles and services that our customers expect from a Premium brand. During this time, we have overcome different difficulties ratifying our commitment to the nation, its customers and the operation of the Group in Argentina. We know that the immediate conditions will keep on being complex, but we trust on the country’s potential”, said Rolf Epp, CEO of BMW Group Argentina.

Information charts - Consolidated sales income for 2020.

Sources: Retail (MX), Registration (AR), preliminary Registration (BR, IM) of local automotive institutions, authorities and associations.

Global	Sales from January to December 2020	Growth vs. 2019
BMW	2,028,659	-7.2%
MINI	292,394	-15.8%
BMW Motorrad	169,272	-3.4%

LATAM Region	Sales from January to December 2020	Growth vs. 2019
BMW	35,129	-21.1%
MINI	6,629	-30.4%
BMW Motorrad	20,701	-3.2%

Mexico	Sales from January to December 2020	Growth vs. 2019
BMW	11,367	-36.2%
MINI	3,745	-35.8%
BMW Motorrad	5,285	-9.1%

Importer Markets	Sales from January to December 2020	Growth vs. 2019
BMW	10,211	-14.0%
MINI	1,409	-20.8%
BMW Motorrad	3,665	-13.4%

Brazil	Sales from January to December 2020	Growth vs. 2019
BMW	12,437	-5.4%
MINI	1,275	-21.9%
BMW Motorrad	10,447	+2.8%

Argentina	Sales from January to December 2020	Growth vs. 2019
BMW	1,125	-33.9%
MINI	174	-39.8%
BMW Motorrad	1,078	-34.0%

About 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 and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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About BMW Group Latin America

The BMW Group in Latin American has presence in the region with the three brands BMW, MINI and BMW Motorrad; as well as in some countries the sub-brand BMW i is also included. BMW Group Mexico began its activities at the end of 1994 and therefore celebrated in 2019 the 25th anniversary of its presence in this country. In Latin American region, the first importer was located in Ecuador in 1958, which has been active for more than 50 years.

The BMW Group has two plants in Brazil, one located in Araquari, Santa Catarina, focused on the production of cars. The other plant is located in Manaus, Amazonas, which is the first facility to manufacture two-wheelers for the brand outside of Germany. In July 2014, the investment of one billion dollars was announced for the construction and operation of a production plant in San Luis Potosí, Mexico; which began operations in 2019 with the new generation of the BMW 3 Series.

BMW Group Latin America region is integrated by 28 countries: Antigua, Argentina, Aruba, Bahamas, Barbados, Bolivia, Brazil, Curacao, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Cayman Islands, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Saint Lucia, Suriname, Trinidad and Tobago and Uruguay. Of these countries, 28 offer the BMW brand, 15 offer the MINI brand, 15 offer the BMW Motorrad brand and 7 the BMW i sub-brand.

In addition, it has a service and after-sales organization, which offers customer service.

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