

## BMW Group confirms Latin-American & Caribbean regional sales leadership for the 6<sup>th</sup> year in a row.

- Electrified vehicle sales grew from 20% to 23% in comparison to 2022.
- BMW Group delivers 46,000 home and corporate chargers to customers.
- Regional markets have sold more than 1,157 BMW M vehicles (36 % more than in 2022).
- 10 new BMW and MINI models will be launched regionally in 2024.

Mexico City, November 13<sup>th</sup>, 2023 – BMW Group will maintain its Premium segment Latin American and Caribbean regional sales leadership for the 6<sup>th</sup> consecutive year in 2023. The BMW Brand maintains its position as the preferred premium brand in the region with 32,661 vehicles sold from January to October (2 % more than the previous year), meanwhile, MINI has sold 5,712 vehicles in the same period (7 % more than in 2022). The yearly sales leadership has been reached, two months before the end of the year.

**"I want** to thank all our customers for choosing BMW as their favorite premium brand in Latin America and the Caribbean for 6 uninterrupted years. One out of every three premium models sold in the region is a BMW and that proves that our efforts were always focused on our customers. We are also grateful to our MINI customers for choosing our spectacular MINI **vehicles", said Reiner Braun, CEO and President of BMW Group Latin America. "I also want to** thank our team, our dealer network, and importers for their commitment to sales leadership with two more months of great performance. Despite logistic challenges all over the year, we currently lead premium segment sales in Brazil, the Importer Markets and Mexico and I trust that this trend will be maintained until the end **of the year improving our performance versus 2022"**, reinforced the executive.

Technology openness and flexibility were key for the BMW Group to achieve a sales record on M models, and simultaneously achieve a record share on plug-in hybrid and electric vehicle sales in Latin America and the Caribbean, reaching 23% of the total BMW Group sales in the region with 9,913 units, 24 % above same period sales on the previous year (compared to a 20 % share in 2022). The BMW Group is also number 1 in regional premium segment electrified vehicle sales.

In 2023, the BMW Group has launched 10 electrified models in Latin America, including completely new models such as the BMW iX1 and the BMW i7, as well as PHEV variants on main models, which have become benchmarks in their market segments. The brand-new BMW i5, the first-ever fully electric variant of new 5-Series, is currently arriving in Latin America and Caribbean markets -product arrival times will differ from market to market according to local plans.

2023 has also been a remarkable year for BMW M and ultra luxury models. From January to October, Latin American markets already sold 1,157 BMW M vehicles, 36 % more than in the same period of 2022. Ultra luxury segment sales reached 711 units, an increase of 46 % compared to the previous year, thanks to successful products such as the BMW XM, the BMW 7 Series, and the BMW X7.

Besides BMW and MINI brand sales, the BMW Group also achieved records in Charging Station deliveries within Latin America and the Caribbean. The Group has reached a milestone of 46,000 domestic and corporate chargers delivered to customers in Brazil, Mexico, Argentina, and Importer markets. Every electric vehicle sold in the region is delivered to customers with a charging solution.

In 2024, more than 10 new BMW and MINI models will be launched in Mexico, Brazil, Argentina and Importer markets, including the recently unveiled BMW X2 and BMW iX2. An all-new MINI Cooper electric and all-new MINI Countryman electric are also scheduled for Latin America & Caribbean debuts next year.

**"Our strategy will remain customer centered and based on a shift to electrification with technology openness, premium experiences, digitalization and connectivity, with an increasing focus on local footprint, as production follows market demand".** Explained Reiner Braun, CEO and President of BMW Group Latin America.

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#### About BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the leading Premium manufacturer of vehicles and motorcycles; which, in turn, provides high-quality financial services and mobility products. As a global company, the BMW Group operates more than 30 production facilities and has a global sales network in more than 140 countries.

In 2022, the BMW Group sold more than 2.4 million vehicles and more than 202,000 motorcycles worldwide. Profit before tax **for the financial year 2022 was approximately €16.1 billion on revenues amounting to €111.2 billion.** As of December 31<sup>st</sup>, 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from supply chain, through production to the end of the use phase of all products.

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#### About BMW Group Latin America

The BMW Group is a leader in Premium individual mobility technology products and services in Latin America, where it markets its three brands BMW, MINI and BMW Motorrad; as well as electrified vehicles of the BMW i sub-brand in some countries of the region. BMW is the favorite premium automotive brand in Latin America, with more than one in every three vehicles sold in the region. In 2022 the brand has sold 37,726 units with a 35.1% market share. MINI has sold 6,737 units in the same period with a 6.3% market share. BMW Motorrad has sold 25,480 motorcycles. The BMW brand is the sales leader in all the Latin American markets where it has a national office: Argentina, Brazil, Mexico, and in the same way, it is the leader by totaling the Importer Markets. BMW Motorrad has had record sales and today has 3 of its 15 main global markets in Latin America: Brazil, Mexico and Importer Markets. With electrification as one of the

Group's pillars, around 20% of BMW Group sales in Latin America are plug-in electric or hybrid vehicles. The BMW Group has delivered more than 40,000 personal or corporate charging equipment in the region.

The Group has 4,200 employees in the Latin American region. Its sales offices are located in Argentina, Brazil and Mexico (where the regional office is located). The BMW Group production plants in the region are located in Brazil and Mexico. Brazil has two plants, one located in Araquari -Santa Catarina, focused on the production of cars.; the other plant in Manaus, Amazonas, which is the first facility to manufacture motorcycles outside of Germany. In Mexico, the investment of one billion dollars for the construction and operation of a BMW Group plant in San Luis Potosí was announced in July 2014. This production site began operations in 2019 with the production of the BMW 3 Series; In 2021, the expansion of its operation was announced to include the manufacture of the BMW 2 Series Coupé and in 2022 the BMW M2, both exported worldwide. In 2027, the San Luis Potosí plant will incorporate the production of electric vehicles and batteries with an investment of 800 million dollars.

As additional information, Brazil has an Engineering team to support global developments, in addition to the challenges in the region, and a customer support organization that offers attention to consumers.

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