

## BMW Group manifests its market leadership in Latin America and achieves Regional Records in the First Half of 2024.

- BMW continues as the favourite Premium brand in Latin America.
- The highest number of sales of electrified vehicles and best first half in sales of electric and plug-in hybrid vehicles were recorded.
- Record high-end luxury vehicles sales: BMW 7 Series, BMW XM, and high-performance M models.

Mexico City, July 17th 2024 – Once more, BMW Group has positioned itself as the sales leader in the Premium automotive segment in Latin America during the first half of 2024. BMW remains the preferred Premium automotive brand in the region with 20,678 cars delivered between January and June (13.8% more than in the same period of 2023), while a total of 3,344 MINI vehicles were sold in the same period (+1%).

This first half of 2024 has been the most successful in terms of sales since 2018, thanks to Technology Openness and a wide product range in the region, key factors which enabled BMW Group to achieve a historic sales record.

"We are a team of more than 4,700 people in charge of developing, producing, and selling Premium mobility in Latin America with a total focus on our customers. We have three plants, engineering offices, and national sales operations in Mexico, Argentina, and Brazil. The structure and a successful team, supported by our dealers and importers with a strong focus on business, enable us to bring the best Premium mobility options to our customers, whether they are electric models, combustion engine vehicles, flex fuel solutions - for Brazil - or plug-in hybrids," said Reiner Braun, President and CEO of BMW Group Latin America. "We have achieved record results in electric, plug-in hybrid, sports, and high luxury models. We are confident that the arrival of new models such as the BMW iX2, BMW X2, BMW i5, and BMW 5 Series; in addition to the new generation of MINI models will be key to further increase our sales in the second half of the year."

BMW is the sales leader in Brazil, the region's largest market for the Bavarian firm, with 7,646 units delivered (20.1% more than in the previous year), while a total of 883 MINI vehicles were delivered to Brazilian customers (26% more than in 2023). Brazil is the top market that for BMW cars in Latin America.

Mexico remains the best-performing market in overall regional sales, combining the two BMW Group brands: with 7,058 BMW units delivered (16.6% more than in 2023) and 1,695 MINI units sold (0.3% more than the previous year).

In Argentina, BMW sold 495 units, a 44.7% increase compared with 2023, while MINI, with 47 units sold, was 11.3% below the previous year. Argentina had the largest sales growth in all of Latin America and will soon receive purely electric models.

Total sales for markets in countries where the company operates with importers in Latin America and the Caribbean achieved an all-time record of 5,479 BMW vehicles (1.4% more than in 2023) and 678 MINI vehicles sold (28.8% below the previous year).

Technology openness is key at BMW Group with record sales in electric and hybrid vehicles.

BMW Group's outstanding sales in Latin America are not only based in combustion powered models; this first half of the year, electrified BMW Group model sales reached a total of 4,703 units sold (+22%). Purely electric models reached the figure of 1,584 units (+43%), a regional record. And sales of plug-in hybrid models were also the best ever for the company in Latin America, reaching a total of 3,119 units (+13%).

MINI started strongly with the arrival of the new generation of models and has closed this first half of the year with 720 units sold of electrified models, the same as the previous year, with a 9.2% share of battery electric models.

High-performance models celebrate historical milestone.

Meanwhile, BMW high-performance models achieved a total of 2,502 BMW M and M Performance models sold in Latin America in the first 6 months of the year (+5%), so far the largest volume of M cars sold by BMW in the region.

MINI John Cooper Works models sales reached 448 units (+ 35%) celebrating the brand's Go-Kart Feeling.

Best ever first half of the year for high-end Luxury model sales in Latin America.

BMW i7, BMW X7, and BMW XM sales had the best ever results in the first half year in Latin America, with a total of 473 units delivered (+19%). Availability of Electric, Plug-In Hybrid and combustion powered models has been an important differentiator for our customers in this segment.

Figures reported in this press release are provisional and may change prior to the publication of BMW Group 2024 Report.

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#### 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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. **The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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 the 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. BMW is the favorite premium automotive brand in Latin America, with more than one in every three vehicles sold in the region. In 2023 the brand has sold 41,315\* units. MINI has sold 7,250\* units in the same period. BMW Motorrad has sold 26,378\* motorcycles, setting a sales record. BMW is the best-selling Premium brand in Brazil, Mexico and Importer Markets. With electrification as one of the Group's pillars, around 25% of BMW Group sales in Latin America are plug-in electric or hybrid vehicles. The BMW Group has delivered around 45,000 personal or corporate charging equipment in the region.

The Group has 4,700 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.

Data updated as of March 2024 referring to the end of the year 2023.

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