

BMW Group Latin America celebrates LATAM Premium Brand Leadership for the 7th consecutive year. Customer focus, technology openness and cutting-edge technology boost performance.

- BMW Group sold 49,023 BMW and MINI vehicles in the region during 2024.
- BMW Group sets regional BEV, BMW M and High-Luxury model sales records.
- BMW is the top selling Premium brand in Brazil, Mexico, Importer Markets and Latin America.
- BMW increases its market share reinforcing its position as the preferred premium brand in the region.

Mexico City, January 20th, 2025. **BMW Group's Technology Openness approach is ideally suited** to a gradual transition to electromobility. Technology Openness offers customers the possibility to choose between Battery Electric, Plug-in Hybrid or Combustion powertrains (with gasoline, diesel, or flex-fuel variations according to market demands), catering to their individual mobility needs. BMW Group Latin America sold 49,023 cars in the region, increasing sales, and achieving premium market share leadership, with 38.7 % of the total premium market. The BMW brand delivered 42,682 units (+3.4% compared to 2023) for a premium market share of 33.7% (+ 0.3 compared to the previous year).

MINI had a transition year during 2024, with an all-new MINI family arriving on the last quarter, reaching 6,341 units (-12.5% compared to 2023) and a regional premium market share of 5%. The new MINI Cooper, MINI Countryman and MINI Aceman, featuring 3 internal combustion engine, and 2 fully electric variants which are now available on all markets and are expected to boost brand sales from January 2025.

2024 marked a record year in sales for BMW Battery Electric Vehicles in Latin America, with 3,373 units sold, achieving a premium BEV market share increase of 20% in comparison with 2023. MINI Battery Electric Vehicles achieved 1,058 units sold, (+7% compared to 2023).

BMW Group Latin America reached an additional electrification milestone, as it delivered its 80,000th charger to a customer. Home or work centre charging is a great enabler of electromobility, as it allows customers to start their day with a fully charged vehicle, solving charging needs for most urban and suburban area BEV drivers. BMW Group Latin America continued its efforts to foster expansion of public charging infrastructure expansion through alliances with external partners.

Latin American customers have chosen the BMW X1, the BMW 3 Series and the BMW X3 as their preferred vehicles, with these models claiming more than 45% of the total BMW Group regional automotive deliveries.

"Our technology openness approach allows our customers to choose their ideal powertrain option, considering their individual mobility needs and preferences. Multiple new BMW models

and a completely renewed MINI family brought cutting-edge technology and design to our markets. Our success is driven by highly committed and passionate teams in our dealers, importers, plants and national sales companies. The continuous strive for customer service excellence across our brands and products, combined with the ability to respond to customer demands in Latin America via a very strong local footprint proved to be a crucial lever for our **achievements in a challenging year for the Automotive Industry" said Reiner Braun, CEO and President of BMW Group Latin America.**

BMW M outperforms previous year sales and sets new record.

In sync with the outstanding global sales performance of BMW M, the Latin American region proved once more that BMW M vehicles are ideal for the spectacular roads and racetracks in our countries. With 5,242 M and M performance vehicles delivered in the region, or 2% more than the previous year. BMW M ended the yearly sales race with a checkered flag once more.

The sales performance of BMW M was leveraged by the 2024 launch of the spectacular and all-new BMW M5, as well as updates to the BMW M2, the BMW M4, and the debut of the all-new M135i xDrive and the all-new M235i xDrive.

Excellent results for top-of-the-range BMW vehicles.

BMW high-luxury models, which include the BMW 7 Series, the BMW i7, the BMW X7, and the BMW XM, had their best historical regional result, with 947 vehicles sold, for a 1% increase compared to 2023 sales. Technology openness is also present in this segment, both with the fully electric BMW i7 and the plug-in hybrid versions of the BMW 7 Series, as well as in the spectacular BMW XM, which combines the super high-performance BMW M TwinPower Turbo V8 engine with an electric motor to deliver a system output of 635 hp.

Brazil is now the leading regional market in BMW Group Latin America.

The BMW brand led segment sales in Brazil, which is now the regional top market for the Bavarian brand, with 16,194 units registered (7.2% more than the previous year), achieving a 40.4% premium market share, the best performing BMW brand market share among all global markets. MINI registrations in Brazil, reached 1,539 units (2.2% below the previous year), for a 3.8% share of the premium market.

Technology openness goes one step further in Brazil, since Plant Araquari is the only manufacturing facility on the entire BMW Group Production Network to build BMW vehicles with gasoline, Plug-in hybrid, and flex fuel (which can use any mix of gasoline and sugar cane sourced ethanol) powertrains. Fully Electric models are also available in Brazil.

BMW Mexico celebrates its 30th anniversary as the unchallenged premium market share leader.

BMW Mexico had ample reason to celebrate, as it not only reached its first 30 years but also maintained its exceptional track record as the premium market leader. Mexico is also the leading market for the MINI brand in the region. Mexico sales figures remained strong, with 14,072 units delivered for BMW (0.6% more than in 2023), a 27.4 % share of the premium market. A total of 3,263 units of the MINI brand were sold (12.0% below previous year), for a premium market share of 6.4%. Fully electric MINI vehicle sales in Mexico were 82% higher than in 2023.

BMW Importer markets boost BEV regional sales.

A total of 1,612 BMW fully electric vehicles were the preferred choice of premium customers in importer markets, for an increase of 62% versus the previous year. Total importer market registrations reached 11,239 BMW vehicles (0.2% below 2023), for a market share of 36%, and a total of 1,388 MINI vehicles were registered in importer markets (24.6 % below 2023), MINI had a premium market share of 4.4%. BMW Customers can now experience BMW Retail Next facilities all importer markets with recent facility inaugurations in Costa Rica, Ecuador, and Peru.

Argentina moves further on the path of growth thanks to Technology Openness.

Argentina sold 1,177 BMW units or 29.2 % more than 2023 figures, for a 28.8% share of the premium market, while a total of 151 MINI units were registered for Argentinian customers (17.1% over 2024) for a premium market share of 3.7%. 2024 also marked the 20th anniversary of MINI in Argentina, and the inauguration of the first Argentinian dealer with BMW Retail Next standards. Argentinian customers now have a wider choice of BMW Group vehicles, with the 2024 launch of 14 new models, including the BMW iX2, which was the first fully electric vehicle to be launched locally. Customers are also experiencing Improved connectivity and extended functionality, thanks to the local launch of BMW ConnectedDrive and MINI Connected.

BMW Financial Services provides state of the art financial tools to the region.

BMW Group Financial Services (FS) strategy fostered outstanding sales results of the Group in the main regional markets: Mexico, Brazil, Colombia, Chile, Peru, and Costa Rica. Financing options are offered to dealers, customers, and importers.

In Mexico, 1 out of every 2 new cars and 4 out of every 10 new motorcycles were sold through FS in 2024, reaching more than 30,000 financed units and achieving a new record of financed volume.

In Brazil, 4 out of every 10 new cars and 5 out of 10 new motorcycles were sold through FS in 2024, reaching more than 20,000 financed units.

Additionally, one out of every 2 fully electric BMW & MINI vehicles were financed by FS during 2024 proving that financial support is a key aspect of the shift to electromobility. FS relies on integrated digitalisation solutions to offer fast and automated processes to customers, dealers, and importers, one of the main advantages of digital tools is sales enabling through the digital features of the FS quotation system for BMW, MINI and Motorrad.

Values reported in this press release are provisional and may change until the publication of the BMW Group 2024 Results Report.

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 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 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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About BMW Group Latin America

The BMW Group is the 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. BMW Motorrad has achieved record sales and today has 3 of its 15 major global markets in Latin America: 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 80,000 personal or corporate charging equipment in the region.

The Group has 5,000 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 cars' production; 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 January 2025 referring to the end of the year 2024.

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