

BMW Group Latin America once again achieves sales leadership in the region during the first half of 2025.

- **BMW is the favorite Premium brand among customers in Latin America.**
- **Record sales in BMW and MINI battery electric vehicles.**
- **The M models continue to lead the race in the region with record sales, as do the high luxury models.**
- **With the complete new MINI family, MINI sales are growing in the region.**

Mexico City. July 21st 2025. The regional leadership of the Premium automotive segment in Latin America during the first half of 2025 remains with BMW Group. The preferred premium brand in the region is BMW, with 21,103 vehicles delivered from January to June (1.9% more than in 2024), while 3,617 customers have chosen a MINI in the same period (+9.5% compared to 2024).

Among the best-selling models in this period in Latin America are the BMW X3; the BMW 3 Series, which is produced in Mexico at the San Luis Potosí Plant; as well as the BMW X5, of which a plug-in hybrid version has been produced at the Araquari Plant in Brazil since 2024.

"Our customers have chosen the BMW and MINI vehicles that best fit their preferences and the available infrastructure in their cities, thanks to the Technology Openness strategy that allows them to choose between electrified models and vehicles with combustion engines. The trust in the engineering, innovation, and quality of BMW and MINI, along with the dedication and effort of a team of over 5,000 professionals in our network of dealers and importers, our production plants and sales offices, have been key to our success," said Reiner Braun, President and CEO of BMW Group Latin America.

BMW Group Latin America achieves record sales in battery electric vehicles.

More and more customers in the region are taking advantage of the benefits of battery electric vehicles (BEVs), making them ideal for trips in urban and suburban areas of metropolitan regions in Latin America and the Caribbean. During the first half of 2025, BMW Group, with its BMW and MINI brands, delivered 2,515 units (199% more than in the same period of 2024).

Every electrified BMW and MINI sold in the region is delivered to the customer with a wall charger that can be installed at home or at the workplace, facilitating the charging of the vehicle's batteries overnight or during working hours. The ability to charge at a personal charger has proven to be an excellent solution considering that the average daily trips of BMW Group customers in Latin America is 37 kilometers, making zero-emission electric mobility a viable reality for a significant number of customers in the region. From 2014 to the second quarter of 2025, we have delivered over 93,000 personal chargers to customers throughout Latin America.

The technology openness considers the tastes and preferences of our customers, as well as the different conditions faced by each city and region, which is why BMW Group continues to offer high-tech vehicles with combustion engines, plug-in hybrid vehicles and electric vehicles.

BMW M continues to be the first to receive the checkered flag in the region, while BMW's high luxury models remain at the top.

The BMW M and BMW M Performance models, which combine track-ready performance that continues to win the hearts of customers and fans, have once again achieved success in the region. With a growth of 23% in delivered vehicles compared to the first half of 2024, the delivery of M models has increased in all markets in Latin America.

Meanwhile, deliveries of BMW's high luxury models increased by 23% compared to the first half of 2024. Among the models in this segment are the BMW X7 and the BMW i7, which stand out for their comfort and high technology.

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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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 top-selling premium automotive brand in Latin America, with more than one in three vehicles sold in the region. In 2024, the brand has sold 42,886 units. MINI has sold 6,383 units in the same period. BMW Motorrad has sold 27,742 motorcycles in the region, setting a sales record. BMW is the best-selling premium brand in Brazil, Mexico, and Importer Markets. BMW Motorrad has achieved record sales and now has three of its 15 main global markets in Latin America: Brazil, Mexico, and Importer Markets. BMW Group's Open Technology Approach enables a gradual transition to electromobility, offering customers the choice between battery-electric, plug-in hybrid, or combustion powertrains. More than 20% of BMW Group's sales in Latin America consist of electric or plug-in hybrid vehicles. BMW Group has delivered approximately 80,000 personal or corporate charging units across 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 based). BMW Group's production plants in the region are located in Brazil and Mexico. Brazil operates two plants: one in Araquari, Santa Catarina, focused on automobile production, where BMW X5 PHEV production began in 2024. The other plant in Manaus, Amazonas, is the first facility to manufacture motorcycles outside of Germany. In Mexico, a one-billion-dollar investment was announced in July 2014 for the construction and operation of a BMW Group plant in San Luis Potosí. This production site began operations in 2019 with the production of the BMW 3 Series; in 2021, an expansion was announced to include the manufacturing of the BMW 2 Series Coupé, and in 2022, the BMW M2, both exported worldwide. Starting in 2027, the San Luis Potosí Plant will incorporate electric vehicle and battery production with an \$800 million investment.

As additional information, Brazil has an engineering team to support global developments, regional challenges, and customer support organization, providing consumer assistance.

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