

BMW Group Latin America is growing faster than the regional Premium segment in 2025, thanks to its range of fully electric, hybrid, and combustion vehicles

- BMW extends its leadership in the Premium segment: 7.1% growth in registrations and a 30.8% premium market share.
- High-performance and high-end models reached new records.
- MINI deliveries increased by 18.9% thanks to fully electric models and the new MINI John Cooper Works family.
- BMW Motorrad reported a 0.3% regional increase in registrations in 2025.
- BMW Group Financial Services (FS) was a key enabler of electromobility: one out of every two BEV vehicles was financed through FS.

Mexico City. January 26th 2026. BMW Group offers the ideal powertrain solution for every customer. Thanks to its Technology-Open approach, BMW Group provides a wide range of options, allowing customers to choose between fully electric, plug-in hybrid, mild-hybrid, and combustion powertrains (flex-fuel, gasoline, or diesel*)—Technology Openness continues to be a hallmark of the brand and has enabled BMW to maintain and expand its leadership in the Latin American Premium market for the eighth consecutive year. In 2025, even as the Premium automotive segment declined by 0.6%, BMW Group Latin America achieved solid growth with its BMW and MINI brands.

One out of every three Premium cars sold and registered in the region is a BMW: with 45,930 units delivered (+7.1% compared to 2024). In addition, BMW strengthened its position as the preferred brand in the Premium segment across the region, with presence in 27 Latin American markets and reaching a Premium market share of 30.8%. MINI achieved double-digit growth thanks to customers' preference for the New MINI Family, which was extended to include the John Cooper Works model range and the MINI Cooper Convertible in Latin America in 2025. A total of 7,587 units were delivered (+18.9% compared to 2024), increasing the MINI regional market share to 5.1%.

MINI achieved double-digit growth thanks to customers' preference for the New MINI Family, which in 2025 expanded with the arrival of the John Cooper Works lineup and the MINI Cooper Convertible in Latin America. A total of 7,587 units were delivered (+18.9% vs. 2024), increasing MINI's regional market share to 5.1%.

Fully electric BMW and MINI vehicles (BEVs) continue to rank among customers' favorite options, reaching a historic record of 5,008 units sold (+13.1% compared to the previous year).

"We believe in giving our customers the power of choice, by offering combustion engines, flex fuel**, plug-in and mild hybrids, or fully electric vehicles, we've maintained our premium leadership and strengthened customer preference across the region. Our successful performance in 2025 confirms that BMW Group's commitment to technology openness and a

diverse product offering is the right path for us in Latin America", said Reiner Braun, President and CEO of BMW Group LATAM. "This approach, combined with the dedication of our dealer network, our production flexibility and our nearly 5,000 employees in Latin America, allows us to adapt to the needs of each market".

The best-selling models in Latin America in 2025 were the BMW X1, BMW X3, BMW 3 Series, and BMW X5; these four models accounted for 55% of the region's total sales. With fully electric versions such as the BMW iX1, in addition to plug-in hybrid and combustion engine options, the BMW X1 continues to be the ideal companion for the major cities of Latin America.

The renewed BMW X3 and the BMW 3 Series include high-performance BMW M Performance variants, such as the BMW M340i xDrive and BMW X3 M50i xDrive, as well as plug-in hybrid versions like the BMW 330e and BMW X3 30e xDrive, suitable for daily use even in cities with environmental restrictions and preserving the legacy of the BMW 3 Series on its 50th anniversary. The BMW X5, for its part, continues to solidify its position as one of the brand's flagship models, offering combustion engines and plug-in hybrid versions.

BMW Breaks Records Across Different Segments.

Sheer Driving Pleasure in Latin America was especially evident in the high-performance vehicle segment. One of the most important milestones in the region was the launch of the BMW M2 CS, built at BMW Group Plant San Luis Potosí, in Mexico. Combined sales of high-performance vehicles, which include BMW M and BMW M Performance cars, reached 6,789 units delivered to customers (+30% compared to 2024).

BMW's high-luxury models achieved their best historical regional sales performance, with 1,152 vehicles sold — a 22% increase compared to 2024. Some of the models in this segment include the BMW 7 Series which features fully electric (i7) as well as Plug-In Hybrid versions, as well as the BMW X7, and the BMW XM.

BMW Group's Technology Openness strategy enables customers to choose the powertrain solution that best fits their needs and preferences. BMW Group remains at the forefront of electromobility, developing highly efficient and sustainable solutions for fully electric, combustion, plug-in hybrid, or mild hybrid models. For customers of electrified vehicles, BMW Group provides home and workplace charging solutions, having delivered nearly 99,000 personal chargers to date.

MINI Achieves Record Sales in John Cooper Works and Electric Models

A milestone for LATAM in 2025 was the sale of 1,272 MINI John Cooper Works units (+68% vs. 2024). This record was enabled by the launch of new models, including, for the first time, two electric versions: the MINI John Cooper Works Electric and the MINI John Cooper Works Aceman. Both models combine legendary John Cooper Works performance with sustainability and practical advantages that electric cars offer to urban and suburban customers. Additionally, the MINI Cooper Convertible also arrived in LATAM, including a high-performance John Cooper Works version.

MINI's electric model range also achieved a sales record, with 1,924 units delivered to customers (+82% compared to the previous year). The MINI Aceman has found great success in Latin American markets, as the brand's first crossover offering a range of up to 405 km (WLTP), depending on the version.

BMW Motorrad sustains its growth path in Latin America.

In 2025, BMW Motorrad sold 27,621 motorcycles in Latin America, for a 0.3% growth compared to 2024 and a 50% regional market share. Some of the new models introduced in the region include the BMW R 12 G/S, an enduro heritage model with a boxer engine; the BMW R 1300 RT, an icon of touring suited for long trips; as well as the BMW F 900 XR and the BMW F 900 R.

BMW Group has the most complete Premium footprint in the region.

BMW Group employs around 5,000 people in the Latin American region. Its sales offices are located in Argentina, Brazil, and Mexico (home to the regional office). BMW Group production plants in the region are in Brazil and Mexico. Brazil operates two plants: one in Araquari, Santa Catarina, focused on automotive production, where BMW X5 PHEV production started in 2024; and one in Manaus, Amazonas, the first facility outside Germany dedicated exclusively to motorcycle manufacturing. In Mexico, BMW Group Plant San Luis Potosí builds the BMW 3 Series, the BMW 2 Series Coupé, and the BMW M2 for global markets; it will soon start high voltage battery and Neue Klasse electric vehicles production.

Additionally, the BMW Group Engineering Office in Brazil develops and homologates armoring specifications for the region, consolidating the largest portfolio of locally approved armored models. In 2025, BMW Group TechWorks Brazil was inaugurated in São Paulo, a new technology hub designed to drive digital solutions and IT services across the Americas.

For 2026, BMW Group will continue bringing the best of premium individual mobility to Latin American customers with the launch of more than 15 models and special editions: including the arrival of the Neue Klasse BMW iX3, the MINI Paul Smith edition and the R 12 GS launch in Brazil.

Brazil: The Largest Market for BMW in Latin America

In Brazil, the premium car segment grew by 2.6% in 2025. BMW and MINI saw its sales rise compared to 2024.

Brazil is the top BMW market in the region: in 2025, its market share reached 32% with 16,865 BMW cars sold (+4.1% compared to 2024). Meanwhile, MINI also contributed to the Group excellent results with 1,591 units delivered (+3.4% compared to 2024) and a 3% market share.

Mexico leads regional BMW Group automotive sales.

In Mexico, the premium segment fell by 11.8% compared to 2024. Mexico is the top country for BMW Group vehicle sales in Latin America.

BMW delivered 15,043 vehicles to customers (+6.9% vs. 2024), capturing a 29.1% market share. Meanwhile, MINI increased its sales by 19.7%, with 3,907 units delivered and a 7.6% market share. Mexico is the largest regional market for MINI.

In Argentina, BMW is the brand with the largest increase in units sold in the segment.

Over the past two years, Argentina has experienced a changing environment. With an optimistic outlook for 2025, the Argentinian premium segment grew 95.2%

BMW positioned itself as the brand with the largest increase in units sold in the premium segment (+1,295), delivering a total of 2,472 vehicles (+110% compared to 2024), and reaching a market share of 29.7%. Meanwhile, MINI sold 292 units (+93.4% compared to 2024), with a 3.5% share of the premium market.

Importer Markets maintain growth despite challenging premium segment performance.

BMW closed 2025 as the top brand in our 24 Importer Markets in Latin America. With a growing Premium segment of 1% compared to 2024.

BMW delivered 11,550 vehicles to customers (+0.9% compared to 2024), while MINI delivered 1,797 units, for an increase of 25.7%.

BMW Financial Services offers high performance financial tools to BMW Group customers, dealers and importers.

BMW Group Financial Services (FS) enables customers to access various premium individual mobility options, offering financing through dealerships, importers, and partnerships with banks. For example, in 2025, BMW FS signed an important agreement in Peru with BBVA to expand its reach. In LATAM, BMW Group FS is present in Mexico, Brazil, Colombia, Chile, Peru, and Costa Rica.

In Mexico, 47% of new cars and 30% of new motorcycles were sold through FS in 2025, with over 32,000 units financed (+6.6% vs. 2024), achieving a new record in financed volume.

In Brazil, 42% of new cars and 58% of new motorcycles were sold through FS in 2025, with over 38,000 new units financed (+7.8% compared to 2024), achieving a new record in financed volume.

Additionally, one out of every two fully electric BMW and MINI vehicles was financed through FS in 2025, demonstrating that financial support is a key aspect of the transition to electromobility.

BMW Group LATAM: cumulative sales as of year-end 2025* — at a glance

	Total sales 2025	% vs PY
BMW Group automobiles	53,517	+8.6%
BMW and MINI BEV¹ (Record)	5,008	+13.2%
BMW	45,930	+7.1%
BMW M + M Performance (Record)	6,789	+30%
BMW high luxury (Record)	1,152	+22%
MINI	7,587	+18.9%
MINI BEV (Record)	1,924	+82%
MINI JCW (Record)	1,272	+68%
BMW Motorrad	27,621	+0.3%

¹BMW y MINI BEVs

BMW and MINI Sales per market***

	BMW End of 2025	% vs PY	MINI End of 2025	% vs PY
Mexico	15,043	+6.9%	3,907	+19.7%
Brazil	16,865	+4.1	1,591	+3.4%
Importer Markets LATAM	11,550	+0.9%	1,798	+25.7%
Argentina	2,472	+110%	292	+93.4%

***Provisional registration figures

The values reported in this press release are provisional and may change until the publication of the BMW Group 2025 Annual Report.

*Diesel engines available in some importer markets of Latin America.

**Flex fuel vehicles only available in Brazil.

Acerca de BMW Group

Con sus cuatro marcas BMW, MINI, Rolls-Royce y BMW Motorrad, BMW Group es el fabricante Premium líder mundial de automóviles y motocicletas, ofreciendo también servicios financieros y de movilidad Premium. La red de producción de BMW Group comprende más de 30 sitios de producción en todo el mundo; la empresa tiene una red de ventas global en más de 140 países.

En 2024, BMW Group vendió más de 2.45 millones de vehículos de pasajeros y más de 210,000 motocicletas en todo el mundo. La ganancia antes de impuestos en el ejercicio 2024 fue de 11 mil millones de euros sobre unos ingresos de 142.4 mil millones de euros. Al 31 de diciembre de 2024, BMW Group tenía una plantilla de 1,599,104 empleados.

El éxito de BMW Group siempre se ha basado en un pensamiento a largo plazo y la acción responsable. La sostenibilidad es un elemento clave de la estrategia corporativa de BMW Group y abarca todos los productos, desde la cadena de suministro y la producción, hasta el final de su vida útil.

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Acerca de BMW Group Latinoamérica

BMW Group es líder en productos y servicios de tecnologías de movilidad individual Premium en Latinoamérica, donde comercializa sus tres marcas BMW, MINI y BMW Motorrad. BMW es la marca automotriz Premium favorita en Latinoamérica, con más de uno de cada tres vehículos vendidos en la región. En 2024, la marca ha comercializado 42,886 unidades. MINI ha vendido 6,383 unidades en el mismo periodo. BMW Motorrad ha comercializado 27,742 motocicletas en la región estableciendo un récord de ventas. BMW es la marca Premium más vendida en Brasil, México y Mercados Importadores. BMW Motorrad ha tenido récord de ventas y hoy cuenta con 3 de sus 15 principales mercados globales en Latinoamérica: Brasil, México y Mercados Importadores. El enfoque de Apertura de Tecnologías de BMW Group es ideal para una transición gradual a la electromovilidad, ofreciendo a los clientes entre trenes de fuerza eléctricos a batería, híbridos conectables o de combustión. Más del 20% de las ventas

de BMW Group en Latinoamérica son de vehículos eléctricos o híbridos conectables. BMW Group ha entregado alrededor de 80 mil equipos de carga personales o corporativos en la región.

El Grupo cuenta con 5,000 colaboradores en la región de Latinoamérica. Sus oficinas de ventas se localizan en Argentina, Brasil y México (donde se ubica la oficina regional). Las plantas de producción de BMW Group en la región se encuentran ubicadas en Brasil y México. Brasil cuenta con dos plantas: una ubicada en Araquari -Santa Catarina, con enfoque en la producción de automóviles, donde comenzó la producción del BMW X5 PHEV en 2024. La otra planta en Manaus - Amazonas, es la 1ª instalación que fabrica motocicletas fuera de Alemania. En México se anunció la inversión de mil millones de dólares para la construcción y operación de una planta de BMW Group en San Luis Potosí en julio de 2014. Este sitio de producción inició operaciones en 2019 con la producción del BMW Serie 3; en 2021 se comunicó la ampliación de su operación para incluir la manufactura del BMW Serie 2 Coupé y en 2022 del BMW M2, ambos exportados a todo el mundo. A partir de 2027, la Planta de San Luis Potosí incorporará la producción de vehículos eléctricos y baterías con una inversión de 800 millones de dólares.

Como información adicional, Brasil cuenta con un equipo de Ingeniería para apoyar desarrollos globales, además de los retos en la región y organización de soporte al cliente, que ofrece atención a consumidores.

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