

Media Information

10 July 2025

BMW Group shows positive sales development in second quarter of 2025

- Second-quarter deliveries increase
- BMW Group delivers 1,207,388 units in first half of 2025
- Significant sales growth of +18.5% for BMW Group electrified vehicles in YTD June
- Full availability of all models: MINI posts strong sales increase, with growth across all regions
- BMW brand: Clear segment leader in first half-year
- BMW M GmbH delivers over 100,000 vehicles in half-year period for the first time

Munich. The BMW Group reported higher sales year-on-year in the second quarter: Between April and June, deliveries of BMW, MINI and Rolls-Royce vehicles increased by +0.4% to 621,271 units. In the first half of the year, the company delivered a total of 1,207,388 vehicles (-0.5%). Electrified vehicles saw significant sales growth compared to the previous year. With 318,949 fully-electric and plug-in hybrid vehicles delivered to customers, the BMW Group grew its sales by +18.5% in the first half of 2025. New orders across all drive technologies developed positively in the first six months, showing significant year-on-year growth.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal address
BMW AG
80788 München

Telephone
+49 89 382-24118

Internet
www.bmwgroup.com

“Thanks to our attractive product line-up, we were able to close the second quarter successfully. Between April and June, the BMW Group reported sales growth of +0.4% compared to the same period last year,” said Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales. **“In the second quarter, we also achieved an important milestone, with the**



delivery of our 1.5-millionth fully-electric vehicle. This success underlines once again how the BMW Group has evolved from an electric pioneer to one of the leading players in the BEV market – now offering more than 15 fully-electric models," added Goller.

The **BMW** brand delivered 1,070,814 vehicles to customers in the first half of the year. During the same period, the brand increased its deliveries in all regions outside of China. The BMW brand posted strong growth in the Europe and Middle East regions.

Electrified vehicle sales also increased compared to the same period last year. With 272,402 electrified units delivered in the first half-year, the BMW brand achieved growth of +6.5%. Its plug-in hybrids (PHEVs), in particular, are seeing a surge in demand. In the first half of the year, the BMW brand delivered 98,339 PHEVs to customers – an increase of +28.9% year-on-year. **BMW M GmbH** sales were up +6.5%, with over 100,000 vehicles sold in the half-year period from January to June for the first time, marking BMW M GmbH's most successful half-year ever. The BMW M5* and BMW M5 Touring*, released in late 2024, continue to enjoy strong popularity, making significant contributions to sales growth.

The full availability of the New **MINI** Family showed results in the first half of the year: With a total of 133,778 vehicles sold, the MINI brand reported strong year-on-year growth of +17.3%. The brand grew in all regions worldwide. MINI also posted growth in the Chinese market in the first half-year. MINI's fully-electric models experienced strong global demand and were the brand's main growth driver. In the first half of the year, more than one in three MINIs sold worldwide was a BEV.



The **Rolls-Royce** brand increased its sales by +9.4% year-on-year in the second quarter. In the first half of the year, the brand delivered 2,796 vehicles (-0.8%). In the first six months of 2025, **BMW Motorrad** sold 105,909 motorcycles and scooters to customers (-6.3%).

BMW Group sales in Q2/YTD June 2025 at a glance

	2nd Quarter 2025	Compared with previous year %	YTD June 2025	Compared with previous year %
BMW Group Automotive	621,271	+0.4%	1,207,388	-0.5%
BMW	550,693	-2.6%	1,070,814	-2.3%
- BMW M GmbH	55,439	+7.8%	105,939	+6.5%
MINI	69,163	+33.1%	133,778	+17.3%
BMW Group electrified¹	161,462	+10.2%	318,949	+18.5%
BMW Group BEV	111,027	+2.9%	220,540	+15.7%
Rolls-Royce	1,415	+9.4%	2,796	-0.8%
BMW Motorrad	61,309	-8.0%	105,909	-6.3%

¹BEVs and PHEVs

BMW & MINI sales in the regions/markets

	2nd Quarter 2025	Compared with previous year %	YTD June 2025	Compared with previous year %
Europe	255,910	+10.1%	497,778	+8.2%
Germany ²	73,740	+7.8%	135,182	+3.6%
Asia	224,109	-10.1%	438,294	-11.1%
China	162,667	-13.7%	317,862	-15.5%
Americas	122,866	+1.7%	237,167	+3.4%
USA	98,504	+1.4%	193,091	+2.7%

²Provisional registration figures

The delivery figures reported in this press release are provisional and may change up until the BMW Group Report 2025 is published. Notes on how delivery figures are prepared can be found in the BMW Group Report 2024 on p. 427.

***Fuel consumption/emissions data:**

BMW M5 Limousine: energy consumption weighted: 26,8 kWh/100 km and 1,9 l/100 km (WLTP); CO₂ emissions weighted combined: 43 g/km (WLTP); CO₂ class unloaded battery: G; weighted combined B

BMW M5 Touring: energy consumption weighted: 27,6 kWh/100 km and 2 l/100 km (WLTP); CO₂ emissions weighted combined: 45 g/km (WLTP); CO₂ class unloaded battery G; weighted combined B

BMW Group Corporate Communications

Dr Sina Unger, Communications Sales

Telephone: +49 151 601 47564

Email: sina.unger@bmwgroup.com

Carolin Bachmann, Communications Sales

Telephone: +49 151 601 38801

Email: carolin.bachmann@bmwgroup.com

Max-Morten Borgmann, head of Communications BMW Group, Finance, Sales

Telephone: +49 89 382-24118

Email: max-morten.borgmann@bmwgroup.com

Media website: www.press.bmwgroup.com/deutschland

Email: presse@bmwgroup.com

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 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 success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key component of the BMW Group's corporate strategy – from the supply chain through production to the end of the use phase of all products.

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