

BMW
GROUP



BMW GROUP ROMANIA
CONFERINȚA ANUALĂ DE PRESĂ 2026

AGENDA.



- BMW Global Sales.
- Road to Neue Klasse.
- Milestones BMW Group in Romania.
- BMW Group Romania 2025 Sales Results.
- Q&A.

BMW GROUP GLOBAL SALES IN 2025.



2,463,715
+0.5%

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2,169,761
-1.4%

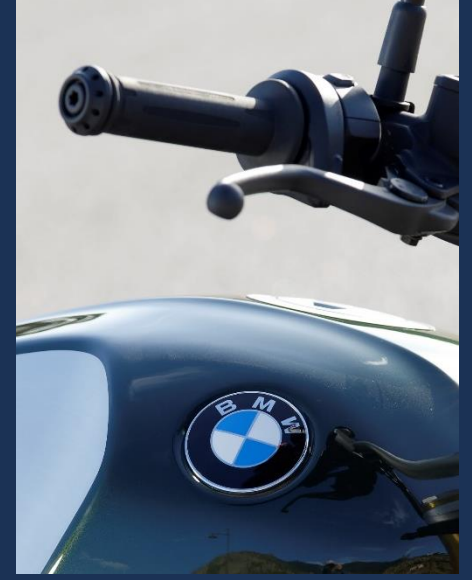


288,290
+17.7%



5,664
-0.8%

ROLLS-ROYCE
MOTOR CARS LTD



202,563
-3.7%

BMW
MOTORRAD

BMW Group BEV: 442,072 (+3.6%)



BMW GLOBAL SALES.

-1.4%
2.169.761 »
Total deliveries

Number one in
premium segment.

- Growth, stability in all sales regions except China. Targets achieved in a challenging market environment.
- Europe showed especially strong growth and also strong xEV performance: 40% of total sales.
- +11.6%, 368.523 BEV– best performing premium brand in EV sales.



BMW M GLOBAL SALES.

+3.3%

213.456

high performance
and performance models



14th consecutive
sales record.

- Best sellers
M Performance: Newly launchd BMW X3 M50.
M High Performance: BMW M2.
- Almost one in ten BMW models a BMW M.
- Year of records: M2 CS and BMW M3 Touring set records for fastest compact and fastest stationwagon on the Ring.

MINI GLOBAL SALES.

+17.7%

288.290

Total deliveries.



Strong recovery with
unique model range.

- For the first time over 100 000 BEV models sold in a year (+87.9%).
- High performance John Cooper Works models: +59.5%, to 25630 units.



BMW MOTORRAD GLOBAL SALES.

-3.7%

202.563 >>

Total Sales

Leader in the over
500 cc segment.

- Strong performance in challenging market condition – BMW Motorrad increased segment share (+4.1 pp over 500 cc).
- Best sellers: BMW R1300 GS and BMW R1300 GS Adventure, followed by BMW S 1000 RR.
- World Superbike Champion for the second year in a row.



THE ROAD TO NEUE KLASSE.



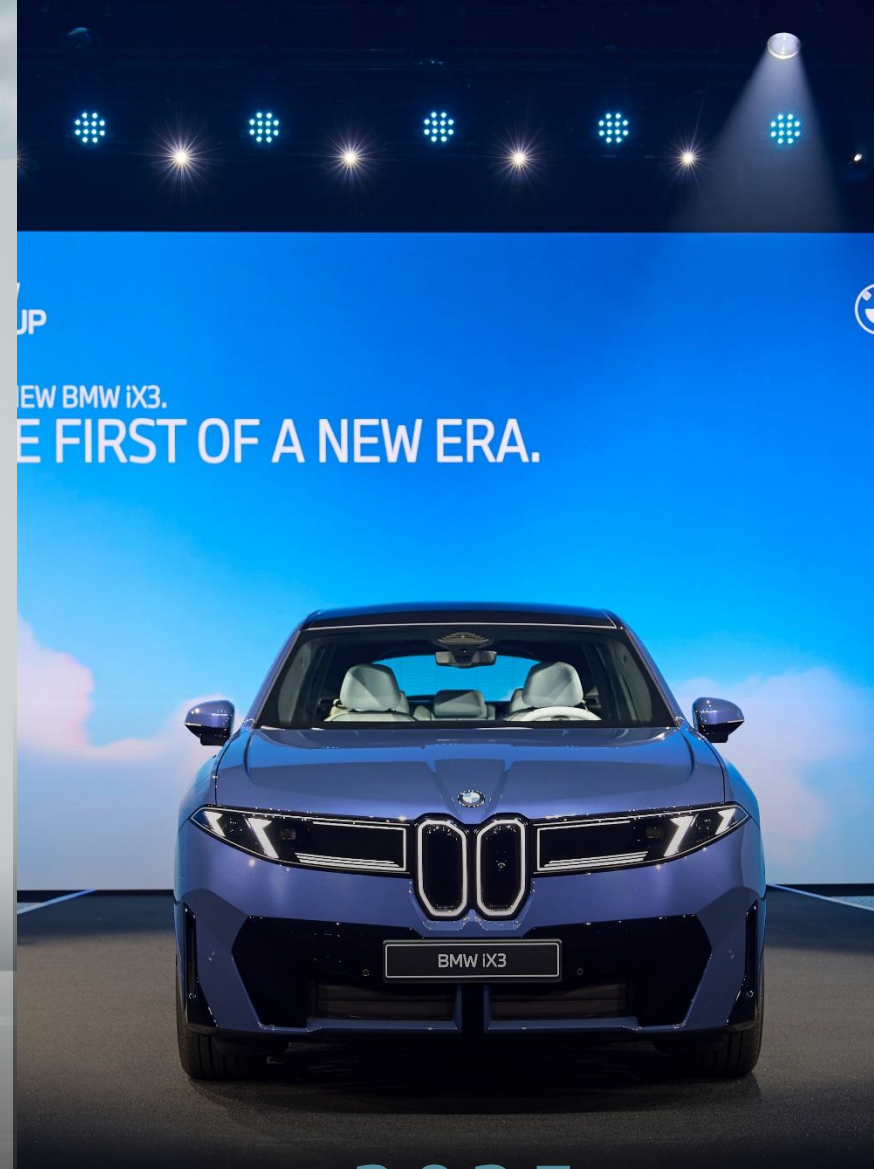
2013

A pioneer in electric mobility.



2024

Electrification of the entire
range.



2025

NEUE KLASSE: A revolution in
technology, electrification and
digitalization.

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THE NEW BMW iX3.
THE FIRST OF A NEW ERA.



Up to 805 km WLTP range.

Up to 370 km range charged in
10 minutes.

BMW Panoramic Vision.

Heart of Joy.

THE NEW BMW iX3.
ABSOLUTE BEST.



New dedicated production facility,
able to meet high order intake.

Recognized by
international awards.



THE NEW BMW iX3.
ABSOLUTE BEST.



OUTLOOK 2026 AND BEYOND. iX3 START OF REVOLUTION.



40 new and revised vehicles with various drive options to be launched by 2027.

OUTLOOK 2026 AND BEYOND. BMW NEUE KLASSE MEETS BMW M.



4 engines for the most powerful model we have ever produced.
A complete new level of performance.

BMW GROUP ROMANIA
IN 2025.



STRONG TEAM, STRONG NETWORK,
STRONG RESULTS!

BMW GROUP ROMANIA.

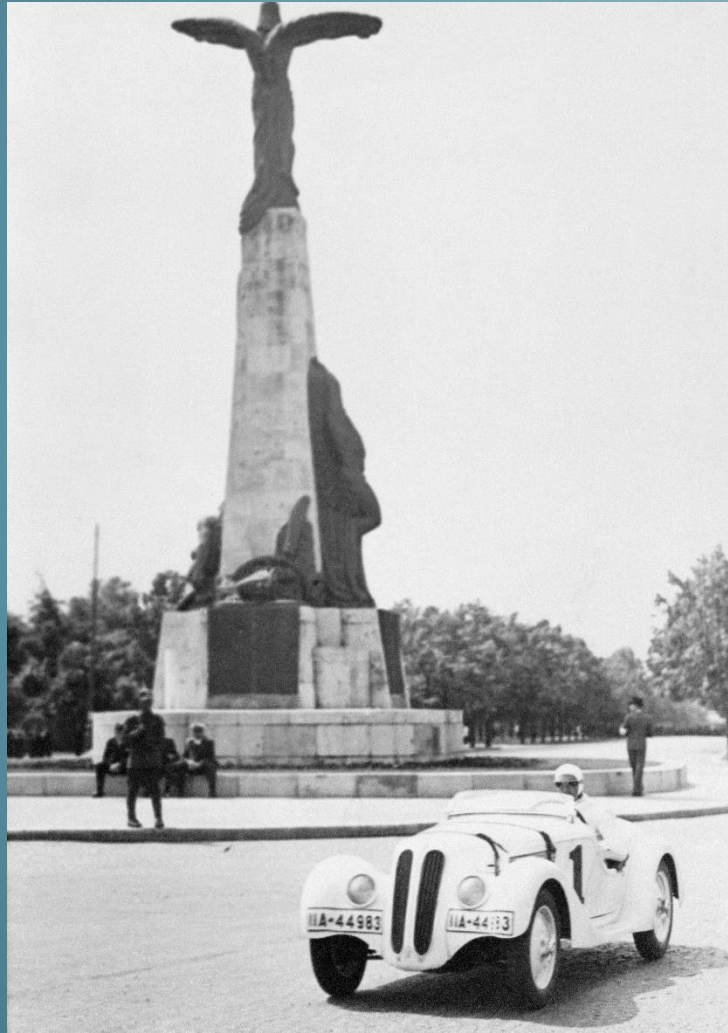
Mining for opportunities and continuously investing to improve our network and our services.

Building on a strong foundation.

World first projects.

Milestone investments.

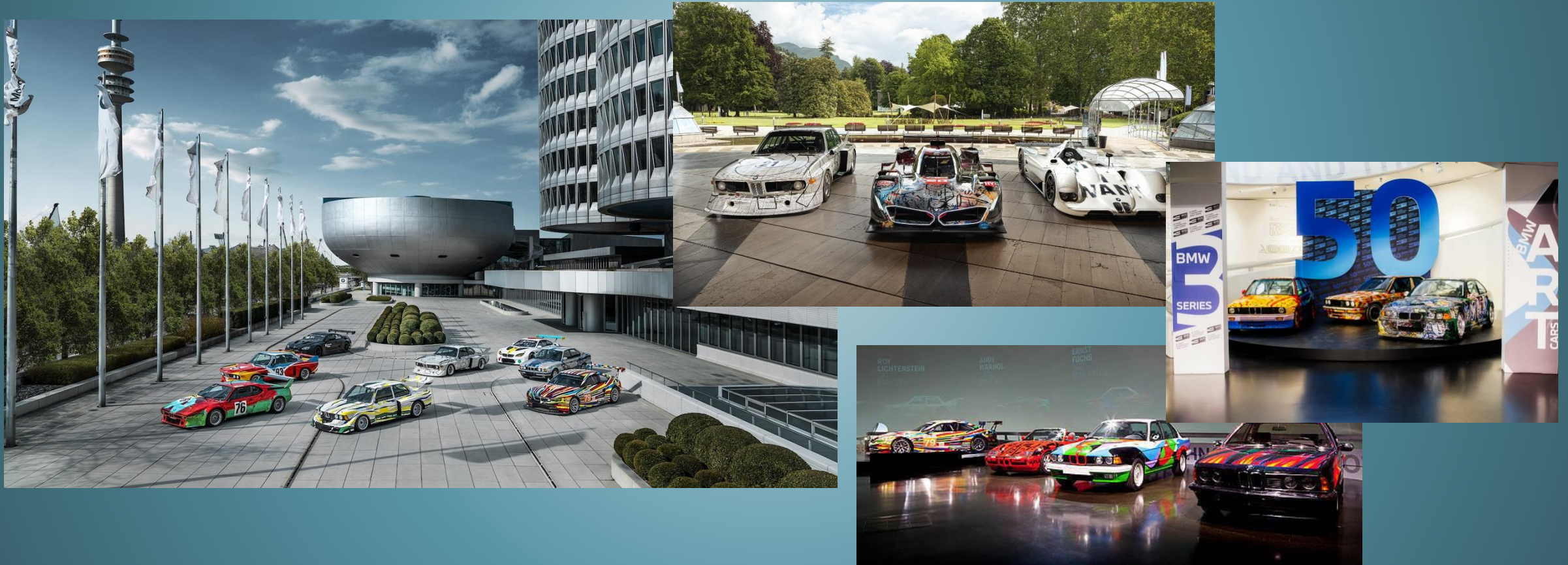
HERITAGE. UNIQUE BRAND VALUE.



BMW INDIVIDUAL LOCAL PROJECTS. SPECIAL OPPORTUNITIES FOR OUR CLIENTS.



2025 – 2026 BMW ART CARS WORLD TOUR CELEBRATING 50 YEARS OF BMW ART CARS.



2026: ROMANIA PART OF THE 50 YEARS OF BMW ART CARS WORLD TOUR.



Alexander Calder 3.0 CSL 1975.
The first BMW Art Car project.

BMW DIGITAL SERVICE ONLY.



The first BMW Digital Service Only project in the world.

24/7 availability for drop off and pick-up of the car in workshop.

Shortest average period for booking a service appointment.

BMW DIGITAL SERVICE ONLY.



Project under review by BMW Group in order to create a new workshop global standard.

DEDICATED TO OUR BUSINESS IN ROMANIA.



BMW Group Romania office refurbishment.

In line with the most substantial investment together with our dealer network.

MILSTONE NETWORK INVESTMENT.

Our showrooms are being fundamentally redesigned to place the client at the center of the experience.

4 projects have been completed, 4 are under construction, and 7 are in the planning phase, demonstrating strong momentum across the network.



SERVICE CAPACITY EXPANDED BY A THIRD.



Service network is expanding capacity by a third within three years (2024-2026).

6 completed new investments and extensions.

5 more projects under construction.

2 in the planning phase.

BMW GROUP ROMANIA 2025 SALES RESULTS.

BMW&MINI: 5.545 registrations RECORD RESULT.
BMW Motorrad: 773 registrations RECORD RESULT.



RECORD PERFORMANCE FOR BMW IN ROMANIA

BMW – FIRST TIME IN HISTORY OVER 5000 REGISTRATIONS.
NUMBER ONE IN PREMIUM SEGMENT.



BMW: Strong results in difficult market environment.



5.229 registrations (+6.8%).

BMW sales:

1 in 4 cars are electrified.

1 in 2 cars are a SAV.

2 in 5 cars are financed with BMW Financial Services.

BMW 2025 BEST SELLING MODELS



BMW X5 – 13%

BMW X1 – 13%

BMW 4 Series - 12%

(Percentage out of total BMW registrations.)

BMW xEV – Record registrations: +8%.



Best selling electrified models:

BEV: BMW i4, BMW iX1, BMW iX

PHEV: BMW X5, BMW X1, BMW 5 Series.

Total xEV registrations: 1.332 (+8%)

BEV registrations: 283 (-31%)

PHEV registrations: 1.049 (+27%)

BMW electrification.

BEV	6%
PHEV	20%
Mild Hybrid	62%
Pure ICE	12%

BMW M – THE YEAR OF M HIGH PERFORMANCE.



336 BMW M High Performance models
(+10.5%).

309 BMW M Performance models (-17.4%).

Overall performance: 645 deliveries
slightly below previous year (-5%).

M High Performance	
XM	26%
M5	16%
M3	11%
M4	11%
M3 Tour.	5%

M Performance	
X3	18%
Series 4	10%
Series 7	10%
X5	8%
X2	8%

Percentages from BMW M segment sales.

MINI: New business model, continuous performance.



Overall performance, at the level of last year:
317 registrations (-3%).

1 in 3 cars are BEV (+50% volume increase).

1 in 6 cars are John Cooper Works (+100%
registrations).

Opening of a new MINI Showroom outside
Bucharest: Grup West Oradea

BMW Motorrad. Over 15 years of consecutive growth.



Record year: 773 registrations (+9%).

2025: Successful introduction of BMW R 1300 GS Adventure model – becoming the best-selling model.

2026: Strong potential for growth while expanding towards a new target group.

This year we are launching the highly anticipated BMW F 450 GS.



BMW Motorrad International Event.

BMW GS Trophy – the most important BMW Motorrad global event – organized every two years since 2008.

One week adventure, once-in-a-lifetime experience.



BMW Motorrad International Event.

GS Trophy 2026 will take place in Romania (Transylvania).
The first EU country to host the event.



FINANCIAL SERVICES.

2 in 5 new motorcycles delivered are financed by BMW Financial Services.
70% are financed BMW 3asy Ride Select.

About 2 in 5 new cars delivered are financed with BMW/MINI Financial Services products. (+ 2pp).

About 1 in 4 cars financed BMW and MINI, are using Select or Operational Leasing products (+ 3pp).

BMW GROUP 2025 RECAP.

Strong global performance in difficult market environment.

Record registrations in Romania for BMW Group.

BMW is number one in premium market and surpassed for the first time the historic milestone of 5000 registrations.

Romanian market is developed by a strong foundation: BMW, through to its long-standing heritage, has a unique positioning in the local perception.

Milestone network investment and pioneering projects to support our clients.

Romania will be part several BMW Group global events:
BMW Motorrad GS Trophy, World Art Car Tour.

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THANK YOU!