

Media information
22 April 2025.**BMW Group South Africa leads premium segment with strong Q1, driven by product excellence and local manufacturing milestones.**

+++ BMW brand achieves dominant 40.6% segment share in South Africa during Q1 2025, outperforming traditional competitors +++
Global demand and electrification strategy continue to drive production of the new BMW X3 at BMW Group Plant Rosslyn +++ Reintroduction of a third shift underscores enhanced production capabilities to meet growing global customer demand +++

Midrand. BMW Group South Africa has delivered a strong performance in the first quarter of 2025, demonstrating the enduring appeal of its product range and the resilience of its local operations. Statistics from the National Association of Automobile Manufacturers of South Africa (naamsa) reveal the BMW brand's continued dominance in the premium segment with a 40.6% market share. This success is amplified by MINI achieving a 6.2% market share, and BMW Motorrad attaining a 43.9% overall market share.

Clear premium segment leadership.

BMW Group South Africa significantly outperformed its key premium competitors in passenger vehicle sales during the quarter. The recent introduction of the new MINI Aceman and the MINI John Cooper Works completes the new MINI family lineup now available in South Africa. This collective performance highlights the strength and breadth of BMW Group South Africa's portfolio, exceeding internal targets across BMW, MINI, BMW Motorrad, and Customer Support.

Enhanced production capacity to meet global demand.

A key driver of this success is the enthusiastic market reception of the new BMW X3. Fuelled by global demand and its pivotal role in the BMW Group's electrification strategy, production of the fourth-generation BMW X3 began in October 2024 at BMW Group Plant Rosslyn. Before its market introduction, the new BMW X3 achieved a high volume of pre-orders, indicating strong customer resonance.

The production of the new BMW X3 has been supported by the reimplementation of the third shift at BMW Group Plant Rosslyn. This three-shift operation, projected to produce an average of 110 units per shift, showcases the

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plant's enhanced capabilities and the dedication of its workforce in meeting growing global demand with consistent quality and volume. This long-term commitment to electrification is evidenced by the BMW Group's global delivery of over two million electrified vehicles by 2024, including over one million battery electric vehicles (BEVs).

Focus on customer excellence amid economic dynamics.

While acknowledging the evolving South African economic landscape, BMW Group South Africa remains focused on delivering exceptional products and services to its local and international customers. The strong performance in March 2025, particularly in passenger vehicle sales and exports, further underscores the positive momentum of the business.

Peter van Binsbergen, CEO of BMW Group South Africa, commented: "We are grateful for the continued trust and enthusiasm our South African customers and global partners have shown in the BMW Group, supported by our retailer network's firm commitment. Our strong Q1 results, marked by clear segment leadership for BMW and positive momentum across MINI and BMW Motorrad, reflect the compelling appeal of our diverse product range and the passion of our team. We are inspired by these achievements and remain focused on delivering quality and contributing to a thriving automotive future in South Africa and beyond."

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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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