

Media information

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BMW Financial Services celebrates 35 years of offering premium mobility solutions in South Africa.

+++ BMW Financial Services celebrates its 35th anniversary in 2025
+++ More than three decades of offering tailor-made finance options for South Africans' dream cars +++ Technological innovations and social responsibility projects reflect long-term commitment to industry excellence +++

Midrand. BMW Financial Services South Africa marks a milestone for the books this year as the solutions provider celebrates its 35th anniversary.

Encapsulating three-and-a-half decades of industry excellence, the milestone is an opportunity for the company to reflect on its achievements and the impact it has had as a driver of financial activity and inclusion, customer-centric innovation and socio-economic transformation. The milestone also culminates in BMW Financial Services' recent Level 1 B-BBEE status, an achievement that embodies the commitment to fostering transformation, empowering local stakeholders and investing in South Africa's success.

"Achieving Level 1 B-BBEE signifies our commitment to the sustainable transformation of our company, its leadership and its business relationships, while also reflecting our dedication to inclusivity, empowerment, creating opportunities for all, and positively impacting the communities we serve. This achievement will not lead to complacency, though. Thank you to all who entrusted that we would rise from non-compliance in 2021, and to all who supported the journey with cold minds but hot hearts, making Nelson Mandela's words ring true: 'It is impossible until it is done.'" stated Stefan Schuett, CEO of BMW Financial Services South Africa.

Established in 1990 as a joint venture and renamed BMW Financial Services (Pty) Ltd in 1994, the division became an independent entity, setting out to be a customer enabler and serving as the gateway to the BMW brand by offering tailor-made financial solutions and services for BMW, MINI, Motorrad and other vehicles through ALPHERA Finance. In 1996, BMW Insurance was

launched, empowering customers to customise their leasing and finance contracts with the extras that suited them, along with a new retail technology system for credit and debt collection that helped to streamline operations.

In 2000, BMW Financial Services was awarded a South African business financial rating of 'AAA' and an international rating of 'BBB', cementing its position as a market leader and heralding a series of service and product launches that would propel the division to new heights over the next decade. This included the launch of MINI Financial Services in 2002 and Flat Rate Insurance in 2012, the latter being an offering unique to the South African market.

The commitment to delivering a customer-centric value offering extends through the power of digital innovation. In 2020, BMW Financial Services went live with its digital sales platform, supported by the brand's first Business Development Centre to support customers' online journeys.

In 2022, the division established its first mobile presence via MyBMW App, integrating the MyAccount platform into the mobile app. It is currently piloting with the government's electronic vehicle registration (eNATIS) platform. The trend of innovation continues in 2025 with the integration of artificial intelligence (AI) technologies in customer support processes, helping to enhance both the customer experience and empower team members with state-of-the-art tools and resources.

Throughout its 35-year history, BMW Financial Services has also strived to be a responsible corporate citizen, with projects and initiatives that reflect a commitment to people and communities. In 2015, Care4Water, a global BMW Group Financial Services employee initiative, was launched to raise funds to provide clean water to people in need. Between 2016 and 2017, the division conducted a local Care4Water rollout by installing 700 water filters in the Northwest and KwaZulu-Natal provinces, providing up to 70,000 South Africans with access to clean water.

To mark the anniversary, the team came together in full force, volunteering their time to support an important environmental initiative in partnership with Greenpop. The day was about more than planting trees, it was about making a positive impact for future generations and reaffirming our shared commitment to sustainability. With energy and purpose, the BMW Financial Services team successfully planted over 350 trees in a single day, a true reflection of their dedication to creating a greener tomorrow.

Other social responsibility initiatives that the division has participated in span the entirety of South Africa, touching many lives and helping to uplift communities through interventions such as food and essential item donations, building refurbishments and community event sponsorships.

From 2022, BMW Financial Services proudly onboarded its first intake of participants as part of its involvement in the Youth Employment Service (YES) programme. To date, the division's involvement has led to 240 work opportunities for young people. Along with the company achieving Level 1 B-BBEE status, the YES programme reflects the division's long-held principles of promoting youth employment.

"Thirty-five years is indeed a significant span of time, and we have utilised it wisely and purposefully. As we celebrate this important milestone, BMW Financial Services reflects on our rich history and current achievements, which serve as the bedrock for our future endeavours. We are already envisioning the profound impact we can create over the next 35 years, a vision made possible by the unwavering dedication of our teams, the strength and integrity of our brand, and innovative ideas that prioritise our brands and the South African community. Together, we are committed to shaping a brighter future," Stefan Schuett added.

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If you have any questions, please contact:

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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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