

BMW Group South Africa outlines record premium segment leadership, production performance and industry recognition at Start-of-Year Media Update.

+++ BMW Group South Africa closes 2025 with record premium segment leadership across BMW, MINI and BMW Motorrad +++
BMW Group Plant Rosslyn produces more than 79,000 vehicles, reinforcing South Africa's role in global manufacturing +++
Award-winning products, distinctive design highlights and recognised people practices underpin performance in a changing market +++

Midrand. BMW Group South Africa today outlined its 2025 performance and strategic direction for the year ahead during its Start-of-Year Media Update, highlighting record premium segment leadership, strong local production and continued recognition across product excellence, people practices and corporate responsibility.

In 2025, the BMW brand achieved its highest-ever premium segment share locally, exceeding 46,15%, despite ongoing affordability pressures and intensifying competition in the South African automotive market (based on Naamsa data). This performance reflects the continued strength of BMW Group South Africa's product portfolio, long-term customer value proposition and disciplined execution across the business.

Momentum was strong across all brands. MINI closed the year with a premium segment share of 5.67%. Combined, BMW and MINI captured 51.82% of the premium segment. Despite a challenging market, BMW Motorrad delivered a robust performance, maintaining a segment share above 39.3% (combined segment of >251cc).

Award-winning products, design leadership and portfolio strength

BMW Group South Africa's strong commercial performance was reinforced by significant recognition across South Africa's leading automotive awards programmes during 2025.

The locally produced BMW X3 was crowned South African Car of the Year, while also securing the Premium category award under the same programme.

Further category wins included the BMW 5 Series Sedan in the Executive category, and the BMW M5, which claimed the Performance category, the Jurors' Choice Award, and a third-place overall finish.

Additional recognition followed through the CAR Magazine Top 12 Best Buys Awards 2025, where the BMW 7 Series was named Luxury Car of the Year, and the BMW X3 secured the Premium Midsize SAV category. At the Cars.co.za Consumer Awards 2025, BMW Group South Africa's portfolio was again strongly represented, with wins including MINI Countryman S ALL4 in the Premium Crossover category and BMW X3 30e xDrive M Sport in the Executive SUV category, among others.

Alongside awards recognition, 2025 also saw BMW Group South Africa place a deliberate spotlight on design, heritage and emotional brand connection through the introduction of BMW Homage Editions. These limited-edition models celebrated BMW's design legacy while offering customers distinctive, locally relevant expressions of the brand's identity.

This design focus was further reinforced through the BMW X3 20 Pure Design, which showcased a refined, pared-back aesthetic aligned with BMW's global design language while resonating strongly with local customer preferences.

Local manufacturing anchoring global relevance

A cornerstone of BMW Group South Africa's presence in South Africa remains BMW Group Plant Rosslyn, which produced more than 79,000 vehicles in 2025, supported by a full three-shift production schedule. This output reflects sustained global demand and the plant's ability to maintain operational excellence amid supply-chain volatility and market uncertainty.

Danny Bester, Director of BMW Group Plant Rosslyn, said: "The plant's 2025 performance reflects both operational discipline and long-term investment. Operating at this scale, while maintaining quality and efficiency, speaks to the capability, resilience and commitment of our Rosslyn team. Our focus remains on building a future-ready plant that can continue to serve global markets with confidence, underpinned by skills development and sustained investment in South Africa."

The plant's strategic role has been further strengthened by the production of the fourth-generation BMW X3, which entered production in late 2024. BMW Plant Rosslyn produces BMW X3 ICE and PHEV models interchangeably on a single flexible production line. This allows efficient switching between variants to meet global market demand for both conventional and electrified vehicles.

Recognition for people, transformation and societal contribution

Alongside its commercial and operational performance, BMW Group South Africa received continued recognition in 2025 for its people practices and organisational culture. The company was re-certified as a Top Employer, reflecting progress in digital enablement, employee development, workplace flexibility and the effective translation of employee feedback into meaningful action. Additional recognition through platforms such as SAGEA and GradStar further reinforced BMW Group South Africa's standing as an employer of choice, particularly in relation to youth development, graduate employability and early-career talent support.

In parallel, BMW Group South Africa and BMW Group Financial Services achieved Level 1 B-BBEE status in 2025, underscoring the Group's ongoing commitment to transformation, accessibility and meaningful economic participation.

Premium leadership in a market in transition

South Africa's automotive landscape continues to evolve rapidly, with increased competition from new entrants and growing consumer focus on affordability. Against this backdrop, BMW Group South Africa's sustained leadership reflects the value of long-term investment, established manufacturing capability, strong dealer and service networks, and a proven ownership proposition.

Beyond the point of sales, the Group continues to differentiate itself through strong resale values, comprehensive aftersales support and a customer-centric ownership experience designed to deliver value and peace of mind throughout the vehicle lifecycle, under the motto 'Relax. We care'.

Peter van Binsbergen, CEO of BMW Group South Africa, said: "Our 2025 performance reflects consistency across the business, from record segment leadership and strong production at Plant Rosslyn to award-winning products,

distinctive design initiatives and recognised people practices. Together, these elements position BMW Group South Africa to compete effectively while continuing to invest in South Africa's future."

Continued momentum into 2026 and beyond

Looking ahead, BMW Group South Africa reaffirmed its focus on disciplined growth, continued innovation and sustained investment in local operations, aligned with the BMW Group's broader strategy.

A key milestone outlined during the engagement is the planned introduction of the BMW iX3 to the South African market, marking a new chapter in BMW's design, digitalisation and electrification journey. The rollout will further strengthen BMW Group South Africa's premium positioning while offering customers access to the next generation of BMW technology and design. With a resilient manufacturing base, a highly recognised product portfolio, strong people foundations and a clear innovation roadmap, BMW Group South Africa is well positioned to navigate an increasingly complex market while continuing to contribute meaningfully to South Africa's automotive sector and broader economy.

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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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