

Media Information

6 January 2025

**BMW Group UK Leads the Premium Segment in 2024 with Strong Electric Growth.**

- BMW Group UK reports combined registrations for 2024 totalling 172,240 units, with over a quarter fully electric.
- BMW secures UK premium segment leadership with 125,265 registrations (+12 per cent).
- MINI registrations reach 46,975 units, with BEV sales increasing by 55 per cent.
- Growth in the luxury class, driven by bold design and innovative technology. 7 Series registrations + 48 per cent and BMW XM + 184 per cent.
- Strong demand for BMW M as registrations rose to 17,191 (+7 per cent).

**Farnborough.** BMW Group UK has reported combined registrations for BMW and MINI totalling 172,240 units in 2024, with over a quarter of these being fully electric. The BMW brand recorded 125,265 registrations (+12 per cent), securing its position as the UK's leading premium automotive brand with a 22.6 per cent share of the premium sector. Battery electric vehicles (BEV) accounted for 26.9 per cent of BMW registrations and the brand registered more plug-in hybrid vehicles than any competitor in the premium segment, marking another year of strong growth in electrified models. MINI registered 46,975 units in the UK, with BEV registrations up 55 per cent on 2023, reflecting the successful launch of the new MINI product family.

"Our performance in 2024 reflects the strength of our product line-up and the dedication of our retailer network," said David George, Chief Executive Officer of BMW Group UK and Ireland. "The BMW brand leading in the UK premium segment, coupled with over a quarter of BMW Group UK registrations being fully electric, demonstrates how innovative product and exceptional customer experiences continue to drive our success.

"BMW will start a new chapter in 2025 with the introduction of the Neue Klasse. The first model of a new generation of vehicles will bring groundbreaking technologies to our line-up, striking new design and further accelerate our electric mobility journey," George added.

The BMW i4 led the brand's all-electric sales growth with 12,953 registrations, up 45 per cent year-over-year. The first full year of sales for the BMW i5 saw 3,825 vehicles registered across both the Saloon and Touring models, with particularly strong uptake from corporate and fleet customers. The iX1 remained a firm favourite, achieving 5,790 registrations, while the first-ever BMW iX2 recorded 2,819 registrations in its first ten months on sale. With an extensive BEV line-up now spanning every major vehicle segment, BMW secured 20.4 per cent of the total premium BEV market in the UK last year and recorded an 18 per cent year-on-year increase in BEV registrations.

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In addition to its all-electric success, BMW's wider model portfolio continued to perform strongly. The BMW 1 Series was the brand's UK best-seller, with over 24,450 registrations (+7 per cent), following a mid-year update that introduced a refreshed design and new technology, including the introduction of BMW Operating System 9 and mild-hybrid efficiency enhancements. The BMW 3 Series also benefited from updates, with the 330e plug-in hybrid now offering up to 62 miles of electric range (WLTP, combined) and faster charging capabilities, contributing to a 31 per cent increase in 3 Series registrations last year.

BMW experienced significant growth in its luxury class models, with a 48 per cent increase in 7 Series registrations, which includes the all-electric BMW i7. The BMW XM saw a 184 per cent rise in registrations compared with 2023, reflecting strong customer demand for bold design and innovative technology in the luxury and performance sectors.

BMW M remained highly sought-after in the UK, with performance and high-performance vehicle registrations reaching 17,191 in 2024, a 7 per cent year-on-year increase. The BMW M2, refreshed in 2024 with enhanced chassis technology and increased power output, saw exceptional demand with registrations rising by 101 per cent to 1,505 units.

MINI had a transformative year, registering 46,975 units, including a 55 per cent year-on-year increase in BEV registrations compared to 2023. This growth in all-electric registrations was driven by the introduction of a completely new model family throughout 2024. As production of individual models transitioned to the latest-generation offerings, overall UK volume for MINI was marginally down 1 per cent. The all-electric MINI Cooper, which launched in the spring, was key to this BEV growth with 6,141 registrations in its first seven months on sale. The new MINI Countryman also performed particularly well, with registrations up 7 per cent to 12,342 units, thanks to the model's increased practicality and the introduction of an all-electric variant for the first time, which offers up to 287 miles of range (WLTP, combined). The MINI Aceman, an all-new and exclusively electric crossover, entered the market in the autumn and further strengthened the brand's electrified line-up.

"The UK remains MINI's most important global market with a deep-rooted passion for the brand and 2024 has been a pivotal year with the launch of our next-generation product family," said David Beattie, Director of MINI UK and Ireland. "Our customers have embraced our new models, with more of them than ever choosing a fully electric MINI for the first time last year. We look forward to building on this momentum as MINI continues its journey in 2025 with the introduction of the brand's first fully electric John Cooper Works performance models."

**BMW Group UK registrations - January to December 2024:**

	2024	2023	per cent change
<b>BMW</b>	125,265	111,734	12%
<i>of which BEV</i>	33,785	28,723	18%
<b>MINI</b>	46,975	47,594	-1%
<i>of which BEV</i>	10,552	6,788	55%
<b>Total BMW Group UK</b>	172,240	159,328	8%

**Ends****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 and mobility 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action, from the supply chain through production to the end of the use phase of all products.

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# BMW GROUP

Corporate Communications UK

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Subject **BMW Group UK Leads the Premium Segment in 2024 with Strong Electric Growth.**

Page 4

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