

Media Information

6 January 2026

**BMW Group UK leads the premium segment in 2025.**

- BMW Group UK delivers a strong 2025 sales performance in challenging market conditions, with 170,051 vehicle registrations.
- BMW recorded 122,723 registrations, maintaining its position as the UK's leading premium automotive brand.
- Continued momentum in electric sales with 47,845 all-electric BMW and MINI vehicles registered in 2025, representing 28.1 per cent of total volume.
- Leadership in the luxury class, driven by strong growth for BMW 7 Series and BMW i7, alongside sustained demand for BMW XM.
- MINI registrations increased to 47,328 units (2024: 46,975), with almost one third fully electric.

**Farnborough.** BMW Group UK has delivered a strong performance in 2025, reporting 170,051 registrations, with 28.1 per cent of these vehicles being battery electric (BEV). The BMW brand recorded 122,723 registrations (2024: 125,265), maintaining its position as the UK's leading premium automotive brand. MINI registered a total of 47,328 units with almost one third fully electric (31.7 per cent).

The BMW brand registered 33,945 battery electric models in 2025 (2024: 33,785), with year-on-year growth across key electric models including the BMW iX1 and BMW iX2.

"In a challenging market environment, BMW Group has delivered a strong year, with BMW maintaining its position as the UK's leading premium automotive brand and MINI continuing its momentum with a revitalised model range," said David George, Chief Executive Officer at BMW Group UK and Ireland.

"With more than one quarter of our registrations fully electric, our focus remains on giving customers the right choice at the right time. The first Neue Klasse model, the BMW iX3, will begin customer deliveries in March, marking the start of a new generation of BMW vehicles that deliver a clear leap forward in technology, design and driving dynamics."

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The BMW i4 led the brand's all-electric registrations for the second year in a row with 12,158 registrations, and BMW iX1 recorded a 10 per cent increase in volume (6,376 registrations). Demand for plug-in hybrid models

continued to grow, with total PHEV registrations increasing 27.4 per cent in 2025, with models such as the BMW XM outperforming expectations (949 registrations).

In the luxury segment, the BMW 7 Series and BMW i7 continue to perform strongly and remain the leading choice for chauffeurs and professional drivers thanks to advanced interior technology and a broad choice of powertrains. BMW 7 Series registrations increased to 794 units in 2025, while BMW i7 registrations increased 54.4 per cent to 959 vehicles, following significant growth already seen in the previous year.

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 20,538 registrations, while the BMW X1 and X2 also recorded significant increases. Following its first full year on sale in the UK, the fourth generation BMW X3 recorded a 37.3 per cent increase in registrations, reflecting continued customer appeal driven by its refreshed design and advanced in-car technology.

BMW M recorded another market-leading year in the UK in 2025, with 15,746 registrations, reflecting strong demand across both M Performance and M High Performance models and underlining the brand's appealing blend of everyday usability and motorsport-inspired performance.

Following its successful transition to The New Retail in 2025, MINI saw continued momentum throughout the year. Registering a total of 47,328 units, MINI achieved 31.7 per cent BEV sales (13,900 units), a significant increase from 22 per cent in 2024, driven by the brand's completely revitalised product portfolio.

The MINI Aceman enjoyed its first full year of sales and was a key contributor to this electric growth with 5,882 registrations, while the MINI Cooper remains the brand's best-selling model with 24,486 registrations.

Reinforcing its increased practicality and choice of powertrains, the MINI Countryman also continued to perform strongly, with 13,580 registrations, while the MINI Convertible saw an uplift of 23.2 per cent to 3,380 units, highlighting continued demand for open-top motoring in the UK.

"2025 has been a standout year for MINI in the UK, driven by the growing demand for our fully electric models alongside the continued success of our most iconic vehicles," said David Beattie, Director of MINI UK and Ireland.

"The successful transition to an agency model under The New Retail has been underpinned by the commitment of our retailer partners, who have played a vital role in delivering this performance. With nearly a third of our sales now fully electric, MINI continues to make progress in its electrification journey while staying true to the brand's iconic character."

BMW Group UK registrations -January to December 2025:

	2025	2024	per cent change
<b>BMW</b>	122,723	125,265	-2.03%
of which BMW BEV	33,945	33,785	0.47%
<b>MINI</b>	47,328	46,975	0.8%
of which MINI BEV	13,900	10,552	31.7%
<b>Total BMW Group UK</b>	170,051	172,240	-1.27%

## 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 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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# BMW GROUP

Corporate Communications

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