

BMW Group

U.S. Press Information

For Release: April 3, 2023

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BMW of North America Reports Q1 2023 U.S. Sales Results.

- Q1 2023 BMW sales up 11.9 % vs Q1 2022.
- Electrified (combined battery electric and plug-in hybrid electric) vehicles account for approximately 17% of U.S. sales in Q1.
- Plug-in hybrid electric BMW XM Sports Activity Vehicle begins arriving in showrooms.
- Q1 2023 MINI sales up 5.9% vs Q1 2022.

Woodcliff Lake, NJ – April 3, 2023... BMW of North America today reported Q1 2023 sales results for the BMW and MINI brands in the U.S.

BMW Brand

In the first quarter of 2023, BMW brand sales in the U.S. totaled 82,466 vehicles, an 11.9% increase from the 73,714 vehicles sold in the first quarter of 2022.

BMW Electric Vehicle Sales

BMW currently offers three fully electric models in the U.S. – the BMW iX Sports Activity Vehicle and the BMW i4 and BMW i7 Sedans. The first ever fully electric BMW i5 will arrive later this year.

BMW also offers plug-in hybrid electric variants of some of its most popular models including the BMW X5 xDrive45e, BMW 330e and BMW 530e. The plug-in hybrid electric BMW XM Sports Activity Vehicle has also recently begun arriving in showrooms.

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In the first quarter of 2023, BMW sold 6,588 battery electric vehicles, which accounts for 8% of total U.S. sales. In total, electrified vehicles (combined battery electric and plug-in hybrid electric), accounted for nearly 17% of U.S. sales this quarter.

“We are happy to report that the momentum of 2022 has carried over into the start of 2023,” said Sebastian Mackensen, President and CEO, BMW of North America. “And we are confident that sales of our fully electric vehicles will only grow as our lineup expands. All the while we will continue to offer the variety of drivetrains that U.S. consumers want. From electric and hybrid, to our U.S.-built Sports Activity Vehicles, incredible sedans, and new products from BMW M, we are well positioned for a great year.”

MINI Brand

MINI brand sales in the U.S. totaled 7,284 vehicles in the first quarter of 2023, an increase of 5.9% vs the 6,876 vehicles sold in the first quarter of 2022.

Table 1: New Vehicle Sales BMW of North America, LLC, Q1 2023.

	Q1 2023	Q1 2022	%	TOT 2023	TOT 2022	%
BMW passenger cars	35,771	31,433	13.8%	35,771	31,433	13.8%
BMW light trucks	46,695	42,281	10.4%	46,695	42,281	10.4%
TOTAL BMW	82,466	73,714	11.9%	82,466	73,714	11.9%
TOTAL MINI	7,284	6,876	5.9%	7,284	6,876	5.9%

The sales reported in today's figures are of BMW passenger cars and light trucks, as well as MINI passenger cars. Consistent with auto industry practice in the U.S., BMW of North America follows the U.S. Auto Industry Sales Release Schedule issued annually by Motor Intelligence for purposes of reporting sales of BMW passenger cars and light trucks and MINI passenger cars. As a result, the sales of BMW passenger cars and light trucks and MINI passenger cars reflected in today's Q1 2023 report occurred between January 4, 2023, and March 31, 2023.

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BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 350 BMW passenger car and BMW

Sports Activity Vehicle centers, 145 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is in Woodcliff Lake, New Jersey.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.