

BMW Group

U.S. Press Information

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BMW of North America Reports Q2 2023 U.S. Sales Results.

- BMW Brand Sales Increase 11.5 % in Q2 2023 vs Q2 2022.
- Fully Electric Vehicles Account for 12.9% of Total BMW Brand Sales in Q2.
- In the First Half of 2023, BMW Sold 17,964 Fully Electric Vehicles, Already Surpassing Full Year 2022 Totals.
- Q2 2023 MINI Sales Increase by 47.8% vs Q2 2022.

Woodcliff Lake, NJ – July 5, 2023... BMW of North America today reported Q2 2023 sales results for the BMW and MINI brands in the U.S.

BMW Brand

In the second quarter of 2023, BMW brand sales in the U.S. totaled 87,948 vehicles, an 11.5% increase from the 78,905 vehicles sold in the second quarter of 2022. Through the first half of the year, BMW brand sales total 170,414 vehicles, an 11.7% increase as compared to the same time period last year.

BMW Electric Vehicle Sales

Sales of BMW's fully electric models continued to grow as inventory has become more available. In the second quarter of 2023, BMW's three fully electric models (BMW i4, BMW iX, and BMW i7) accounted for 12.9% of total sales volume. Through the first six months of 2023, BMW sold a total of 17,964 fully electric vehicles, already surpassing the year-end total achieved in 2022.

"The word is out – the 'Ultimate Driving Machine' is also the 'Ultimate Electric Driving Machine'," said Sebastian Mackensen, President and CEO, BMW of North America. "As the enthusiasm around these great products grows, we continue to gain both momentum with customers and BEV share in the market."

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MINI Brand

MINI brand sales in the U.S. totaled 7,585 vehicles in the second quarter of 2023, an increase of 47.8% vs the 5,131 vehicles sold in the second quarter of 2022.

Table 1: New Vehicle Sales BMW of North America, LLC, Q2 2023.

| | Q2 2023 | Q2 2022 | % | YTD 2023 | YTD 2022 | % |
|--------------------|--------------------|--------------------|---------------|---------------------|---------------------|--------------|
| BMW passenger cars | 40,140 | 27,042 | 48.4% | 75,911 | 58,475 | 29.8% |
| BMW light trucks | 47,808 | 51,863 | - 7.8% | 94,503 | 94,144 | 0.4% |
| TOTAL BMW | 87,948 | 78,905 | 11.5% | 170,414 | 152,619 | 11.7% |
| | | | | | | |
| TOTAL MINI | 7,585 | 5,131 | 47.8% | 14,869 | 12,007 | 23.8% |

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 Q2 2023 report occurred between April 1, 2023, and June 30, 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 located 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.