

BMW Group

U.S. Press Information

For Release: October 3, 2023

Contact: Phil Dilanni
BMW of North America, LLC
phil.dilanni@bmwna.com

Mariella Kapsaskis
BMW of North America, LLC
mariella.kapsaskis@bmwna.com

BMW of North America Reports Q3 2023 U.S. Sales Results.

- BMW Brand Sales Increase 7.6% in Q3 2023 vs Q3 2022.
- Fully Electric Vehicles Account for 15.5% of Total BMW Brand Sales in Q3.
- Q3 2023 MINI Sales Increase by 10.1% vs Q3 2022.

Woodcliff Lake, NJ – October 3, 2023... BMW of North America today reported Q3 2023 sales results for the BMW and MINI brands in the U.S.

BMW Brand.

In the third quarter of 2023, BMW brand sales in the U.S. totaled 83,949 vehicles, a 7.6% increase over the 78,031 vehicles sold in the third quarter of 2022. Through the first three quarters of the year, BMW brand sales total 254,363 vehicles, a 10.3% increase as compared to the same period last year.

BMW Electric Vehicle Sales.

BMW delivered 13,079 battery electric vehicles in Q3, setting a new quarterly benchmark for BEV sales. Through the first three quarters of 2023, BMW sold a total of 31,043 electric vehicles, which accounts for over 12% of total sales volume year-to-date. The first ever BMW i5 will begin arriving in U.S. showrooms in the fourth quarter.

“Together with our dealer partners, we are happy with the result achieved in the first three quarters, but more importantly, the strength of our product lineup positions us well for a strong finish to the year,” said Sebastian Mackensen, President and CEO, BMW of North America. “We offer a variety of different vehicles to meet our

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 307-4095

Internet
bmwgroupna.com



customers' needs – from sedans and Sports Activity Vehicles to internal combustion and electric drivetrains – and we're pleased to report that demand remains high."

MINI Brand.

MINI brand sales in the U.S. totaled 7,900 vehicles in the third quarter of 2023, an increase of 10.1% vs the 7,178 vehicles sold in the third quarter of 2022.

Table 1: New Vehicle Sales BMW of North America, LLC, Q3 2023.

	Q3 2023	Q3 2022	%	YTD 2023	YTD 2022	%
BMW passenger cars	37,167	25,502	45.7%	113,078	83,977	34.7%
BMW light trucks	46,782	52,529	-10.9%	141,285	146,673	-3.7%
TOTAL BMW	83,949	78,031	7.6%	254,363	230,650	10.3%
TOTAL MINI	7,900	7,178	10.1%	22,769	19,185	18.7%

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 July 1, 2023, and October 2, 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 349 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.