

# BMW Group

## U.S. Press Information

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### **BMW of North America Reports Q4 2023 and Full Year 2023 U.S. Sales Results.**

- BMW Sells 362,244 Vehicles in 2023, Setting a New Annual Record for the Brand in the U.S.
- Sales of BMW Electric Vehicles Nearly Triple in 2023, Now Account for 12.5% of Total Sales.
- Flagship 7 Series Sedan Sells 10,811 Units in its First Full Year in Market.
- MINI Sales Rise 4% in Q4 2023, 13.5% for the Full Year 2023.

**Woodcliff Lake, NJ – January 3, 2024...** BMW of North America today reported Q4 2023 and full year 2023 sales results for the BMW and MINI brands in the U.S.

#### **BMW Brand.**

In the fourth quarter of 2023, BMW sales in the U.S. totaled 107,881 vehicles, a 6% increase from the 101,738 vehicles sold in the fourth quarter of 2022. For the full year 2023, BMW sales increased by 9% on total sales of 362,244 vehicles compared to the 332,388 vehicles sold in 2022. This represents a new annual record for BMW sales in the U.S.

#### **BMW Electric Vehicle Sales.**

Following the market launch of the first-ever BMW i5 in November, BMW now offers four full battery electric vehicles in the U.S. – the BMW i4, BMW i5, BMW i7, and BMW iX. BMW sold 14,374 battery electric vehicles in the fourth quarter of 2023, a 65.4% increase over the 8,689 battery electric vehicles sold in the fourth quarter of 2022. For the full year 2023, BMW sold 45,417 battery electric vehicles, which represents 12.5% of total sales for the year.

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In addition, the company sold 25,318 plug-in hybrid electric vehicles in 2023, bringing the total number of electrified vehicles sold to 70,735, or 19.5% of total sales.

“We attribute the success of 2023 to two main factors – the strength, breadth, and quality of our product line-up, and the close collaboration with our national dealer network,” said Sebastian Mackensen, President & CEO, BMW of North America. “We excite and inspire our customers, regardless of drivetrain. Whether they prefer to drive one of our highly efficient internal combustion vehicles, a fully electric vehicle, or plug-in hybrid electric vehicle, we are delivering the ultimate driving experience with every drivetrain, in every segment.”

### **MINI Brand.**

MINI brand sales in the U.S. totaled 10,728 vehicles in the fourth quarter of 2023, an increase of 4% vs the 10,319 vehicles sold in the fourth quarter of 2022. For the full year 2023, MINI brand sales increased by 13.5% on total sales of 33,497 vehicles compared to the 29,504 vehicles sold in 2022.

**Table 1: New Vehicle Sales BMW of North America, LLC, Q4 & Full Year 2023.**

	<b>Q4 2023</b>	<b>Q4 2022</b>	<b>%</b>	<b>TOT 2023</b>	<b>TOT 2022</b>	<b>%</b>
BMW passenger cars	45,395	40,396	<b>12.4%</b>	158,473	124,373	<b>27.4%</b>
BMW light trucks	62,486	61,342	<b>1.9%</b>	203,771	208,015	<b>-2.0%</b>
<b>TOTAL BMW</b>	<b>107,881</b>	<b>101,738</b>	<b>6.0%</b>	<b>362,244</b>	<b>332,388</b>	<b>9.0%</b>
<b>TOTAL MINI</b>	<b>10,728</b>	<b>10,319</b>	<b>4.0%</b>	<b>33,497</b>	<b>29,504</b>	<b>13.5%</b>

*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 Q4 2023 report occurred between October 3, 2023 and January 2, 2023. The sales of BMW passenger cars and light trucks and MINI passenger cars reflected in the full year 2023 report occurred between January 4, 2023 and January 2, 2024.*

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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 assembles 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, 146 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](http://www.bmwusanews.com), [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).