

BMW Group



Vehicle Sales BMW of North America, LLC Q1 2024

	Q1 2024	Q1 2023	%	YTD 2024	YTD 2023	%
i3	1	0	0.0%	1	0	0.0%
i8	0	0	-100.0%	0	0	-100.0%
2 Series	3,538	1,383	155.8%	3,538	1,383	155.8%
3 Series	8,412	6,751	24.6%	8,412	6,751	24.6%
4 Series	8,847	11,997	-26.3%	8,847	11,997	-26.3%
5 Series	6,872	7,536	-8.8%	6,872	7,536	-8.8%
6 Series	0	0	0.0%	0	0	0.0%
7 Series	2,592	2,885	-10.2%	2,592	2,885	-10.2%
8 Series	1,464	1,572	-6.9%	1,464	1,572	-6.9%
Z4	403	398	1.3%	403	398	1.3%
X1	6,012	3,171	89.6%	6,012	3,171	89.6%
X2	560	78	617.9%	560	78	617.9%
BMW passenger cars	38,701	35,771	8.2%	38,701	35,771	8.2%
X3	16,488	15,108	9.1%	16,488	15,108	9.1%
X4	2,386	2,456	-2.9%	2,386	2,456	-2.9%
X5	14,923	17,315	-13.8%	14,923	17,315	-13.8%
X6	1,534	2,286	-32.9%	1,534	2,286	-32.9%
X7	6,957	6,770	2.8%	6,957	6,770	2.8%
XM	541	409	32.3%	541	409	32.3%
iX	2,945	2,351	25.3%	2,945	2,351	25.3%
BMW light trucks	45,774	46,695	-2.0%	45,774	46,695	-2.0%
BMW brand	84,475	82,466	2.4%	84,475	82,466	2.4%
Cooper /S Hardtop 2 Door	1,813	2,006	-9.6%	1,813	2,006	-9.6%
Cooper /S Hardtop 4 Door	724	911	-20.5%	724	911	-20.5%
Cooper /S Convertible	1,193	938	27.2%	1,193	938	27.2%
Cooper /S Clubman	513	641	-20.0%	513	641	-20.0%
Countryman	2,126	2,788	-23.7%	2,126	2,788	-23.7%
MINI brand	6,369	7,284	-12.6%	6,369	7,284	-12.6%
TOTAL BMW of North America, LLC	90,844	89,750	1.2%	90,844	89,750	1.2%