

BMW Group

U.S. Press Information

For Release: April 2, 2024

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BMW of North America Reports Q1 2024 U.S. Sales Results.

- BMW Sales Increase 2.4% vs Q1 2023.
- Battery Electric Vehicle Sales Increase 62.6% vs Q1 2023, Account for 12.7% of Q1 Volume.

Woodcliff Lake, NJ – April 2, 2024... BMW of North America today reported Q1 2024 sales results for the BMW and MINI brands in the U.S.

BMW Brand.

In the first quarter of 2024, BMW brand sales in the U.S. totaled 84,475 vehicles, a 2.4% increase from the 82,466 vehicles sold in the first quarter of 2023.

“We’re off to a good start in 2024 and confident that the quality of our vehicles and diversity of our product lineup will continue to drive our success,” said Sebastian Mackensen, President and CEO, BMW of North America. “Not only do we offer BMW customers the ability to choose the vehicle and drivetrain that best suits their needs, but through our nationwide dealer network, we also ensure a premium customer experience.”

BMW Electric Vehicle Sales.

With the addition of the BMW i5 at the end of last year, BMW now offers four fully electric models in the U.S. – the BMW i4, BMW i5, and BMW i7 Sedans, and the BMW iX Sports Activity Vehicle. In the first quarter of 2024, the company sold 10,713 electric vehicles, accounting for approximately 12.7% of total U.S. sales.

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The BMW electrified lineup also includes four plug-in hybrid electric models: the BMW X5 xDrive50e, BMW 330e, BMW 750e and BMW XM. The plug-in hybrid electric BMW 550e will begin arriving in showrooms towards the end of this year.

MINI Brand.

MINI sales in the U.S. totaled 6,369 vehicles in the first quarter of 2024, a decrease of 12.6% vs the 7,284 vehicles sold in the first quarter of 2023. The change in sales volume for the brand this quarter is attributed directly to a planned model changeover as MINI readies for the launch of an entirely new product portfolio later this year.

Table 1: New Vehicle Sales BMW of North America, LLC, Q1 2024.

	Q1 2024	Q1 2023	%	TOT 2024	TOT 2023	%
BMW passenger cars	38,701	35,771	8.2%	38,701	35,771	8.2%
BMW light trucks	45,774	46,695	-2%	45,774	46,695	-2%
TOTAL BMW	84,475	82,466	2.4%	84,475	82,466	2.4%
TOTAL MINI	6,369	7,284	-12.6%	6,369	7,284	-12.6%

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 2024 report occurred between January 3, 2024, and April 1, 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, 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.