

BMW Group

U.S. Press Information

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BMW of North America Reports Q2 2024 U.S. Sales Results.

- Q2 2024 BMW Sales Increase 3.7% vs Q2 2023.
- Sales of BMW Battery Electric Vehicles Increase 23.8% vs Q2 2023.

Woodcliff Lake, NJ – July 2, 2024... BMW of North America today reported Q2 2024 sales results for the BMW and MINI brands in the U.S.

BMW Brand.

In the second quarter of 2024, BMW brand sales in the U.S. totaled 91,237 vehicles, a 3.7% increase from the 87,948 vehicles sold in the second quarter of 2023.

"The past few weeks have been challenging for everyone in the industry, however, I'm pleased to report a positive result for the second quarter," said Sebastian Mackensen, President & CEO, BMW of North America. "Our dealers are a resilient and resourceful group who have worked hard to manage the situation and set us up for a successful second half of the year."

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BMW Electric Vehicle Sales.

BMW 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 second quarter of 2024, the company sold 14,081 electric vehicles, which represents a 23.8% increase vs the same quarter last year and approximately 15.4% of total U.S. sales.



Table 1: BMW Battery Electric Vehicle Sales Q2 2024.

	Q2 2024	Q2 2023	%	TOT 2024	TOT 2023	%
i4	7,066	6,777	4.3%	11,603	10,724	8.2%
i5	2,541	--	--	4,780	--	--
i7	929	464	100.2%	1,920	754	154.6%
iX	3,545	4,135	-14.3%	6,490	6,486	0.1%
TOTAL BEV	14,081	11,376	23.8%	24,794	17,964	38%

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 5,898 vehicles in the second quarter of 2024, a decrease of 22% vs the 7,585 vehicles sold in the second quarter of 2023.

MINI sales volume continues to be impacted by the planned model changeover as the brand begins the launch of its entirely new product portfolio this year. This includes a full range of all-new MINI Countryman and Cooper models, which have just begun to arrive at U.S. dealerships.

Table 2: New Vehicle Sales BMW of North America, LLC, Q2 2024.

	Q2 2024	Q2 2023	%	TOT 2024	TOT 2023	%
BMW passenger cars	38,484	40,140	-4.1%	77,185	75,911	1.7%
BMW light trucks	52,753	47,808	10.3%	98,527	94,503	4.3%
TOTAL BMW	91,237	87,948	3.7%	175,712	170,414	3.1%
TOTAL MINI	5,898	7,585	-22%	12,267	14,869	-17.5%

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 2024 report occurred between April 2, 2024 and July 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.