

BMW Group

Vehicle Sales BMW of North America, LLC Q2 2024



	Q2 2024	Q2 2023	%	YTD 2024	YTD 2023	%
i3	0	0	0.0%	1	0	0.0%
i8	0	0	-100.0%	0	0	-100.0%
2 Series	2,898	2,805	3.3%	6,436	4,188	53.7%
3 Series	5,725	7,665	-25.3%	14,137	14,416	-1.9%
4 Series	11,088	13,765	-19.4%	19,935	25,762	-22.6%
5 Series	7,788	7,303	6.6%	14,660	14,839	-1.2%
6 Series	0	0	0.0%	0	0	0.0%
7 Series	2,546	2,311	10.2%	5,138	5,196	-1.1%
8 Series	1,411	1,472	-4.1%	2,875	3,044	-5.6%
Z4	525	724	-27.5%	928	1,122	-17.3%
X1	5,605	4,032	39.0%	11,617	7,203	61.3%
X2	898	63	1325.4%	1,458	141	934.0%
BMW passenger cars	38,484	40,140	-4.1%	77,185	75,911	1.7%
X3	18,101	12,637	43.2%	34,589	27,745	24.7%
X4	2,300	1,913	20.2%	4,686	4,369	7.3%
X5	18,677	18,575	0.5%	33,600	35,890	-6.4%
X6	2,199	2,612	-15.8%	3,733	4,898	-23.8%
X7	7,394	7,174	3.1%	14,351	13,944	2.9%
XM	537	762	-29.5%	1,078	1,171	-7.9%
iX	3,545	4,135	-14.3%	6,490	6,486	0.1%
BMW light trucks	52,753	47,808	10.3%	98,527	94,503	4.3%
BMW brand	91,237	87,948	3.7%	175,712	170,414	3.1%
Cooper /S Hardtop 2 Door	2,229	1,845	20.8%	4,042	3,851	5.0%
Cooper /S Hardtop 4 Door	315	1,278	-75.4%	1,039	2,189	-52.5%
Cooper /S Convertible	868	1,170	-25.8%	2,061	2,108	-2.2%
Cooper /S Clubman	217	823	-73.6%	730	1,464	-50.1%
Countryman	2,269	2,469	-8.1%	4,395	5,257	-16.4%
MINI brand	5,898	7,585	-22.0%	12,267	14,869	-17.5%
TOTAL BMW of North America, LLC	97,135	95,533	1.7%	187,979	185,283	1.5%