

BMW Group

U.S. Press Information

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BMW of North America Reports Q3 2024 U.S. Sales Results.

Woodcliff Lake, NJ – October 1, 2024... BMW of North America today reported Q3 2024 sales results for the BMW and MINI brands in the U.S.

A recall with a stop sale order in the U.S., along with some industry headwinds have negatively impacted BMW and MINI sales this quarter. BMW has taken effective measures to manage through these challenges as we head into the fourth quarter.

"Given the circumstances we faced during parts of the third quarter, we are very happy with our results," said Sebastian Mackensen, President & CEO, BMW of North America. "I am confident that we will regain the momentum built in the first half of the year, and look forward to a strong full year result."

BMW Brand.

In the third quarter of 2024, BMW brand sales in the U.S. totaled 78,128 vehicles, a 6.9% decrease from the 83,949 vehicles sold in the third quarter of 2023.

BMW Electric Vehicles.

In the third quarter of 2024, the company sold 12,311 battery electric vehicles, which represents a 5.9% decrease vs the same quarter last year and approximately 15.8% of total U.S. sales.

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Table 1: BMW Battery Electric Vehicle Sales Q3 2024.

	Q3 2024	Q3 2023	%	TOT 2024	TOT 2023	%
i4	6,063	6,457	-6.1%	17,666	17,181	2.8%
i5	996	--	--	5,776	--	--
i7	573	1,081	-47%	2,493	1,835	35.9%
iX	4,679	5,541	-15.6%	11,169	12,027	-7.1%
TOTAL BEV	12,311	13,079	-5.9%	37,105	31,043	19.5%

MINI Brand.

MINI sales in the U.S. totaled 5,284 vehicles in the third quarter of 2024, a decrease of 33% vs the 7,900 vehicles sold in the third quarter of 2023.

MINI sales continue 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, Q3 2024.

	Q3 2024	Q3 2023	%	TOT 2024	TOT 2023	%
BMW passenger cars	35,304	37,167	-5%	112,489	113,078	-0.5%
BMW light trucks	42,824	46,782	-8.5%	141,351	141,285	0%
TOTAL BMW	78,128	83,949	-6.9%	253,840	254,363	-0.2%
TOTAL MINI	5,284	7,900	-33%	17,552	22,769	-22.9%

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 July 2, 2024 and September 30, 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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 144 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.