

BMW Group

U.S. Press Information

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BMW of North America Reports Q1 2025 U.S. Sales Results.

Woodcliff Lake, NJ – April 1, 2025... BMW of North America today reported Q1 2025 sales results for the BMW and MINI brands in the U.S.

"We are pleased to report a strong result for Q1, and with that a great start to 2025," said Sebastian Mackensen, President & CEO, BMW of North America. "BMW remains in a strong position in the U.S., where the majority of the vehicles we sell in this market are also assembled in this market. The strength of our production network will continue to support our business, just as our product portfolio continues to excite American customers. This, together with our excellent dealer network, will help us to capitalize on the momentum in the market."

BMW Brand.

In the first quarter of 2025, BMW brand sales in the U.S. totaled 87,615 vehicles, a 3.7% increase from the 84,475 vehicles sold in the first quarter of 2024.

BMW Electric Vehicles.

In the first quarter of 2025, the company sold 13,538 battery electric vehicles, which represents a 26.4% increase from the 10,713 battery electric vehicles sold in the first quarter of 2024.

Table 1: BMW Battery Electric Vehicle Sales Q1 2025.

	Q1 2025	Q1 2024	%	TOT 2025	TOT 2024	%
i4	7,125	4,537	57%	7,125	4,537	57%
i5	1,899	2,239	-15.2%	1,899	2,239	-15.2%
i7	888	991	-10.4%	888	991	-10.4%
iX	3,626	2,945	23.1%	3,626	2,945	23.1%
TOTAL BEV	13,538	10,713	26.4%	13,538	10,713	26.4%

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MINI Brand.

MINI sales in the U.S. totaled 6,976 vehicles in the first quarter of 2025, an increase of 9.5% vs the 6,369 vehicles sold in the first quarter of 2024.

The full range of all-new MINI Countryman and Cooper models are now available at MINI dealers nationwide, which helped generate a positive result for the brand this quarter.

Table 2: New Vehicle Sales BMW of North America, LLC, Q1 2025.

	Q1 2025	Q1 2024	%	TOT 2025	TOT 2024	%
BMW passenger cars	43,619	38,701	12.7%	43,619	38,701	12.7%
BMW light trucks	43,996	45,774	-3.9%	43,996	45,774	-3.9%
TOTAL BMW	87,615	84,475	3.7%	87,615	84,475	3.7%
TOTAL MINI	6,976	6,369	9.5%	6,976	6,369	9.5%

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 Q1 2025 report occurred between January 3, 2025, and March 31, 2025.

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BMW Group in the United States.

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 144 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusnews.com www.miniusanews.com and www.press.bmwna.com