

BMW Group

Vehicle Sales BMW of North America, LLC Q1 2025



	Q1 2025	Q1 2024	%	YTD 2025	YTD 2024	%
i3	0	1	-100.0%	0	1	-100.0%
i8	0	0	-100.0%	0	0	-100.0%
2 Series	4,548	3,538	28.5%	4,548	3,538	28.5%
3 Series	7,432	8,412	-11.7%	7,432	8,412	-11.7%
4 Series	11,877	8,847	34.2%	11,877	8,847	34.2%
5 Series	7,479	6,872	8.8%	7,479	6,872	8.8%
6 Series	0	0	0.0%	0	0	0.0%
7 Series	2,557	2,592	-1.4%	2,557	2,592	-1.4%
8 Series	990	1,464	-32.4%	990	1,464	-32.4%
Z4	520	403	29.0%	520	403	29.0%
X1	6,909	6,012	14.9%	6,909	6,012	14.9%
X2	1,307	560	133.4%	1,307	560	133.4%
BMW passenger cars	43,619	38,701	12.7%	43,619	38,701	12.7%
X3	11,235	16,488	-31.9%	11,235	16,488	-31.9%
X4	1,431	2,386	-40.0%	1,431	2,386	-40.0%
X5	17,438	14,923	16.9%	17,438	14,923	16.9%
X6	2,633	1,534	71.6%	2,633	1,534	71.6%
X7	7,228	6,957	3.9%	7,228	6,957	3.9%
XM	405	541	-25.1%	405	541	-25.1%
iX	3,626	2,945	23.1%	3,626	2,945	23.1%
BMW light trucks	43,996	45,774	-3.9%	43,996	45,774	-3.9%
BMW brand	87,615	84,475	3.7%	87,615	84,475	3.7%
Cooper /S Hardtop 2 Door	1,671	1,813	-7.8%	1,671	1,813	-7.8%
Cooper /S Hardtop 4 Door	1,289	724	78.0%	1,289	724	78.0%
Cooper /S Convertible	818	1,193	-31.4%	818	1,193	-31.4%
Cooper /S Clubman	6	513	-98.8%	6	513	-98.8%
Countryman	3,192	2,126	50.1%	3,192	2,126	50.1%
MINI brand	6,976	6,369	9.5%	6,976	6,369	9.5%
TOTAL BMW of North America, LLC	94,591	90,844	4.1%	94,591	90,844	4.1%