

# BMW Group

## U.S. Press Information

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### **BMW of North America Reports Q2 2025 U.S. Sales Results.**

- BMW Sales Up 1.6% Through the First Half of 2025.

**Woodcliff Lake, NJ – July 1, 2025...** BMW of North America today reported Q2 2025 sales results for the BMW and MINI brands in the U.S.

#### **BMW.**

BMW sales for the first six months of 2025 are up 1.6% on total sales of 178,499 vehicles. In the second quarter of 2025, BMW sales remained on par with 2024 results. The 90,884 vehicles sold in the second quarter represent a 0.4% decline from the 91,237 vehicles sold in the same time period last year.

"Our sales performance over the first half of the year is a clear indication that we have the right strategy, products, and dealer network to succeed," said Sebastian Mackensen, President and CEO, BMW of North America. "We're confident in our business and look forward to building on this progress in the second half of the year, despite some challenges in the marketplace."

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#### **BMW Electric Vehicles.**

In the second quarter of 2025, the company sold 11,094 battery electric vehicles, which represents a 21.2% decline from the 14,081 sold in the second quarter of 2024.

#### **MINI.**

MINI sales in the U.S. totaled 7,616 vehicles in the second quarter of 2025, a 29.1% increase vs the 5,898 vehicles sold in the second quarter of 2024. Year-over-year, MINI sales are up 19%.

**Table 1: New Vehicle Sales BMW of North America, LLC, Q2 2025.**

	Q2 2025	Q2 2024	%	TOT 2025	TOT 2024	%
<b>BMW passenger cars</b>	42,211	38,484	<b>9.7%</b>	85,830	77,185	<b>11.2%</b>
<b>BMW light trucks</b>	48,673	52,753	<b>-7.7%</b>	92,669	98,527	<b>-5.9%</b>
<b>TOTAL BMW</b>	<b>90,884</b>	<b>91,237</b>	<b>-0.4%</b>	<b>178,499</b>	<b>175,712</b>	<b>1.6%</b>
<b>TOTAL MINI</b>	<b>7,616</b>	<b>5,898</b>	<b>29.1%</b>	<b>14,592</b>	<b>12,267</b>	<b>19%</b>

**Table 2: BMW Battery Electric Vehicle Sales Q2 2025.**

	Q2 2025	Q2 2024	%	TOT 2025	TOT 2024	%
<b>BMW i4</b>	5,724	7,066	<b>-19%</b>	12,849	11,603	<b>10.7%</b>
<b>BMW i5</b>	1,434	2,541	<b>-43.6%</b>	3,333	4,780	<b>-30.3%</b>
<b>BMW i7</b>	820	929	<b>-11.7%</b>	1,708	1,920	<b>-11%</b>
<b>BMW iX</b>	3,116	3,545	<b>-12.1%</b>	6,742	6,490	<b>3.9%</b>
<b>TOTAL BEV</b>	<b>11,094</b>	<b>14,081</b>	<b>-21.2%</b>	<b>24,632</b>	<b>24,794</b>	<b>-0.7%</b>

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 2025 report occurred between April 1, 2025 and June 30, 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.bmwusa.com](http://www.bmwusa.com) [www.miniusa.com](http://www.miniusa.com) and [www.press.bmwna.com](http://www.press.bmwna.com)