

BMW Group

U.S. Press Information

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BMW of North America Reports Q3 2025 U.S. Sales Results.

Woodcliff Lake, NJ – October 1, 2025... BMW of North America today reported Q3 2025 sales results for the BMW and MINI brands in the U.S.

BMW.

BMW sales rose 24% in Q3 2025 vs the same time period last year. Through the first three quarters of 2025, BMW sold 275,385 vehicles in the U.S., which represents an increase of 8.5% vs the 253,840 vehicles sold through the first three quarters of 2024.

“BMW customers remain enthusiastic about our product portfolio and the diversity of our drivetrain offerings,” said Sebastian Mackensen, President & CEO, BMW of North America. “Together with our dealer partners, we head into the final stretch of 2025 well positioned to surpass last year’s record total for BMW sales in the U.S.”

BMW Electric Vehicles.

Through the first three quarters of 2025, nearly 20% of BMW vehicles sold in the U.S. had either a battery electric (BEV) or plug in hybrid (PHEV) drivetrain. In the third quarter of 2025, the company sold 16,096 “electrified” vehicles, which represents a 2.8% decline from the 16,557 sold in the third quarter of 2024.

MINI.

MINI sales totaled 7,270 vehicles in the third quarter of 2025. The figure represents an increase of 37.6% over the 5,284 vehicles delivered during the same period in 2024. Year-to-date, the brand's sales are up 24.6% in the U.S., a strong performance attributed to the success of its completely renewed product portfolio.

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Table 1: New Vehicle Sales BMW of North America, LLC, Q3 2025.

	Q3 2025	Q3 2024	%	TOT 2025	TOT 2024	%
BMW passenger cars	42,035	35,304	19.1%	127,865	112,489	13.7%
BMW light trucks	54,851	42,824	28.1%	147,520	141,351	4.4%
TOTAL BMW	96,886	78,128	24%	275,385	253,840	8.5%
TOTAL MINI	7,270	5,284	37.6%	21,862	17,551	24.6%

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 Q3 2025 report occurred between July 1, 2025 and September 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 over 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 351 BMW retailers, 143 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.bmwusanews.com www.miniusanews.com and www.press.bmwna.com