

BMW Group

U.S. Press Information

For Release: January 5, 2026

Contact: Phil Dilanni
BMW of North America, LLC
phil.dilanni@bmwna.com

Mariella Kapsaskis
BMW of North America, LLC
mariella.kapsaskis@bmwna.com

BMW of North America Reports Full Year 2025 U.S. Sales Results.

- BMW Hits Record U.S. Sales for the Third Consecutive Year, Up 4.7% vs. 2024.
- MINI Sales Rise 9.3% on Strength of Refreshed Product Portfolio.

Woodcliff Lake, NJ – January 5, 2026... BMW of North America today reported full year 2025 and Q4 2025 sales results for the BMW and MINI brands in the U.S.

BMW Brand.

BMW set a new all-time U.S. sales record in 2025 — the third consecutive year of record performance — with 388,897 vehicles sold, up 4.7% vs. 2024. In the fourth quarter of 2025, BMW sales in the U.S. totaled 113,512 vehicles, a 3.4% decline from the 117,506 vehicles sold in the fourth quarter of 2024.

“Achieving a new sales record for the third consecutive year—during the same year we celebrated our 50th anniversary in the United States—marks an exciting and proud milestone for BMW in the U.S.,” said Sebastian Mackensen, President and CEO, BMW of North America. “This sustained success reflects the strength of our dealer network, the strong appeal of our product lineup, and our technology-open approach. In 2025, we took an important step toward the future with the introduction of the Neue Klasse globally, and now we are looking ahead to the U.S. market launch of the all-new BMW iX3 later this year. Whether internal combustion engine, plug-in hybrid, or fully electric, we remain committed to giving our customers the freedom to choose the BMW and drivetrain that best fits their preferences and needs.”

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
200 BMW Drive
Woodcliff Lake, NJ
07677

Telephone
(201) 307-4000

Internet
bmwusa.com

Table 1: New Vehicle Sales BMW of North America, LLC, Q4 & Full Year 2025.*

	Q4 2025	Q4 2024	%	YTD 2025	YTD 2024	%
BMW passenger cars	44,290	51,263	-13.6%	172,155	163,752	+5.1%
BMW light trucks	69,222	66,243	+4.5%	216,742	207,594	+4.4%
TOTAL BMW	113,512	117,506	-3.4%	388,897	371,346	+4.7%
TOTAL MINI	6,887	8,748	-21.3%	28,749	26,299	+9.3%

BMW Electric and Plug-In Hybrid Electric Vehicle Sales.

For the full year 2025, BMW battery electric vehicle (BEV) sales totaled 42,484 vehicles, a decrease of 16.7% compared to the 50,981 vehicles sold in 2024. This result mirrors the broader U.S. market, where BEV demand softened over the course of the year, particularly in the fourth quarter. In the fourth quarter of 2025, BMW BEV sales totaled 7,557 vehicles, a 45.5% decrease from the 13,876 BEVs sold in the fourth quarter of 2024.

At the same time, demand for electrified options remained strong as more customers opted for plug-in hybrid models. The company sold 25,351 plug-in hybrid electric vehicles in 2025, an increase of 30.7% over the 19,398 plug-in hybrid electric vehicles sold in 2024.

Table 2: BMW Electric Vehicle Sales Q4 & Full Year 2025.*

	Q4 2025	Q4 2024	%	YTD 2025	YTD 2024	%
i4	3,395	5,737	-40.8%	20,114	23,403	-14.1%
i5	987	2,987	-67%	6,877	8,763	-21.5%
i7	466	938	-50.3%	2,905	3,431	-15.3%
iX	2,709	4,214	-35.7%	12,587	15,383	-18.2%
TOTAL BEV	7,557	13,876	-45.5%	42,484	50,981	-16.7%
TOTAL PHEV	7,141	9,592	-25.6%	25,351	19,398	+30.7%

MINI Brand.

On the strength of a refreshed product portfolio, MINI sales in the U.S. totaled 28,749 vehicles in 2025, an increase of 9.3% compared to the 26,299 vehicles sold in 2024. MINI sales in the U.S. totaled 6,887 vehicles in the fourth quarter of 2025, a decrease of 21.3% vs the 8,748 vehicles sold in the fourth quarter of 2024.

###

* 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 Q4 2025 report occurred between October 2, 2025,

and January 2, 2026. The sales of BMW passenger cars and light trucks and MINI passenger cars reflected in the full year 2025 report occurred between January 3, 2025 and January 2, 2026.

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 more than 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.

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

#