

BMW Group

U.S. Press Information

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BMW of North America Reports Q2 2026 U.S. Sales Results.

- BMW Outperforms the U.S. Market, Q2 Sales Increase 13%.
- BMW Sales Up 4.7% After the First Six Months of 2026, Outpacing Last Year's Record Result.
- All-new BMW X5 makes world premiere; new BMW iX3 and new BMW 7 Series arrive this quarter.

Woodcliff Lake, NJ – July 2, 2026. ... BMW of North America today reported Q2 2026 sales results for the BMW and MINI brands in the U.S.

BMW.

During the second quarter of 2026, BMW sales totaled 102,713 vehicles, an increase of 13% compared with 90,884 vehicles sold during the second quarter of 2025. Year-to-date, BMW sales totaled 186,944 vehicles, up 4.7% compared with the first six months of 2025.

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BMW outperformed the overall U.S. automotive market during the second quarter, driven by strong customer demand, the right product mix, improved product availability across its model lineup, and the continued strength of its nationwide dealer network.

"Our second-quarter results reflect the confidence customers continue to place in the BMW brand and validate our long-term strategy for the U.S. market," said Sebastian Mackensen, President and CEO, BMW of North America. "We have outperformed the market and achieved our goal of gaining share in both the premium segment and the overall U.S. market because we have the right products at the right time and an outstanding dealer network that delivers for our customers every day."

Earlier this week, BMW celebrated the world premiere of the all-new BMW X5, which will begin arriving later this year and offer customers a choice of combustion, plug-in hybrid and fully electric powertrains. The new BMW X5 and its model variants will introduce Neue Klasse design and technology into one of the company’s best-selling models and demonstrate BMW’s continued commitment to technology openness, innovation and a continued belief in an electric future.

BMW Electrified Vehicles.

Sales of plug-in hybrid electric vehicles increased 22.9% in Q2 and remained up 6.4% year-to-date. In total, electrified vehicle sales (battery electric and plug-in hybrid electric vehicles) declined 18.1% in Q2 but showed a slight rebound during the quarter, reflecting renewed customer interest and improving market conditions as BMW prepares for the arrival of the electric BMW iX3 and BMW i7 later this quarter.

MINI.

MINI sales totaled 7,456 vehicles during the second quarter, a decrease of 2.1% compared with the same period in 2025. Year-to-date MINI sales totaled 13,717 vehicles, a decrease of 6%.

Table 1: New Vehicle Sales BMW of North America, LLC, Q2 2026.

	Q2 2026	Q2 2025	%	TOT 2026	TOT 2025	%
BMW passenger cars	47,629	42,211	12.8%	83,687	85,830	-2.5%
BMW light trucks	55,084	48,673	13.2%	103,257	92,669	11.4%
TOTAL BMW	102,713	90,884	13%	186,944	178,499	4.7%
TOTAL MINI	7,456	7,616	-2.1%	13,717	14,592	-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 Q2 2026 report occurred between April 1, 2026 and June 30, 2026.

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BMW Group in the U.S.

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group’s business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company’s U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 359 BMW retailers, 139 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. Taken together, BMW Group’s business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

For more information about BMW Group’s business and products in the U.S., please visit: [PressClub USA](#).

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