

Media Information
13 January, 2025

Another Record Year: BMW M GmbH Continues on the Path to Success.

Sales increase for the 13th consecutive year to 206,582 vehicles in the 2024 fiscal year. The all-electric BMW i4 M50 remains the best-selling model. The high-performance models BMW M2, BMW M3 Touring, and BMW XM are the biggest growth drivers.

Munich. The record-breaking journey of BMW M GmbH continues: In the 2024 fiscal year, the sports car manufacturer of BMW reached a new all-time high in vehicle sales for the 13th consecutive year. With 206,582 vehicles, BMW M GmbH once again improved the benchmark, after having exceeded the threshold of 200,000 vehicles sold for the first time in the company's history the previous year. The impressive performance capabilities of the performance and high-performance vehicles are reflected in the growing demand across model classes, drive types, and regions.

The all-electric BMW i4 M50* was the best-selling model for the third time in a row. It transfers the typical M combination of agility, dynamics, and precision into the world of electromobility: With an electric motor at the front and rear axle, which together generate a maximum output of 400 kW/544 hp, the Gran Coupé offers a fascinating driving experience with a range of up to 522 kilometers according to WLTP. But vehicles with other drive systems also saw increases.

"The high demand for both gasoline-powered and electric models shows that our technology-neutral strategy is also paying off in the performance and high-performance segment, driving us to record results," says Sylvia Neubauer, Head of Customer, Brand and Sales at BMW M GmbH. "Anyone looking for a sporty driving experience will always find it at BMW M - in every vehicle category and drive variant."

The unbroken demand for vehicles with outstanding driving performance is also reflected in the growing share that BMW M models contribute to the success of the entire BMW Group. In 2024, almost every tenth vehicle sold was an M model (9.4% share). This is also a new record high.

High-performance models drive growth at top speed.

The biggest growth drivers in the 2024 fiscal year were the high-performance models, which combine untamed racetrack power with unrestricted road



Media Information

Date 13 January 2025

Topic Another Record Year: BMW M GmbH Continues on the Path to Success.

Page 2

capability. After the 2024 model revisions of the BMW M2*, BMW M3*, and BMW M4* model series, as well as the new editions of the BMW M5* and BMW M5 Touring*, the segment is shining with top performances: The BMW M2 achieved a 64% increase, making it the top performer in terms of growth dynamics. With its muscular proportions and powerful design features, the model athlete makes no secret of its performance capabilities, which are embodied by the optimized M TwinPower Turbo straight-six-cylinder engine with 353 kW/480 hp. The M3 Touring* grew by +57%.

The high-performance segment is also increasingly electrifying more customers. The BMW XM*, as the first electrified high-performance model, recorded a sales increase of 16%. It combines pioneering drive technology with a spectacular vehicle concept: The specially developed M HYBRID System of the Sports Activity Vehicle mobilizes a maximum output of up to 550 kW/748 hp in the top model BMW XM Label*. Uncompromising design and fascinating performance create maximum exclusivity and make the BMW XM a completely new model in the luxury segment.

Overall, the high-performance models crossed the finish line in the 2024 fiscal year with 66,805 vehicles sold and an increase of 8%. "More customers than ever before worldwide are enthusiastic about the typical BMW M combination of expressive design with extensive individualization options, highly dynamic driving performance, and perfection in manufacturing," says Sylvia Neubauer. "The M evokes emotions: All our models have motorsport genes and stand for driving pleasure at the highest level."

International lead of M models continues to grow.

In both the performance segment and the particularly exclusive high-performance area, BMW M GmbH is leading the international competition and further increased its lead in the 2024 fiscal year. Thus, BMW M remains at the top with a large gap to the core competitors. In the USA and the UK, as well as in Germany, BMW M is the market leader among sports car manufacturers. "In the three largest markets, we are number one with a clear lead," says Franciscus van Meel, Chairman of the Board of Management of BMW M GmbH. "This expression of trust motivates us to deliver another strong performance in 2025, despite the continued highly challenging economic environment."

Media Information

Date 13 January 2025

Topic Another Record Year: BMW M GmbH Continues on the Path to Success.

Page 3

Further expansion of model diversity in focus.

With the further expansion of model diversity, BMW M GmbH is setting accents in 2025 as well. On the agenda are various special models and model revisions with innovations for combustion engines, plug-in hybrids, and electric drives alike. In addition, the development of the new all-electric BMW M3 is progressing. "Our offering spans the entire range of BMW models and includes performance and high-performance variants with all-electric, partially electric, and purely combustion-powered drives," says van Meel. "We will continue to pursue and further develop this successful strategy."

BMW M Motorsport provides emotions, success, and strong sales figures.

Another focus is on motorsport. In 2024, the return to the FIA World Endurance Championship (FIA WEC) of BMW M GmbH earned, among other things, a podium finish in the GT3 class at the legendary 24 Hours of Le Mans. The BMW M Hybrid V8 Art Car by artist Julie Mehretu also caused a sensation among the more than 300,000 spectators on site and the sports and culture media worldwide. In the past season, the three current BMW M Motorsport racing vehicles, the BMW M Hybrid V8, the BMW M4 GT3, and the BMW M4 GT4, together celebrated 215 victories, completed more than 1,000 races, and covered over one million kilometers. In 2025, the focus will be on successes with the BMW M Hybrid V8 in the FIA WEC and the North American IMSA series. On the customer motorsport side, the EVO versions of the BMW M4 GT3 and the BMW M4 GT4 are entering their debut seasons. Both vehicles are selling extremely successfully and demonstrate the extraordinary popularity of BMW M Motorsport products with customers around the world.

***Consumption and emission figures:**

BMW i4 M50: Electricity consumption in kWh/100 km combined: 21.9 WLTP; CO2 class: A.

BMW XM Label: Fuel consumption in l/100 km combined: 1.9 WLTP; Electricity consumption in kWh/100 km combined: 33.6 WLTP; CO2 emissions in g/km combined: 43 WLTP; Fuel consumption with depleted battery in l/100 km combined: 12.9; CO2 classes: weighted combined B, with depleted battery G.

BMW M2 with 8-speed M Steptronic transmission: Fuel consumption combined: 9.8 - 9.6 l/100 km; CO2 emissions combined: 223 - 218 g/km according to WLTP, CO2 class: G.

BMW M3 CS: Fuel consumption combined: 10.4 - 10.1 l/100 km; CO2 emissions combined: 234 - 229 g/km according to WLTP.



Media Information

Date 13 January 2025

Topic Another Record Year: BMW M GmbH Continues on the Path to Success.

Page 4

BMW M3 Sedan with M xDrive: Fuel consumption combined: 10.2 - 10.1 l/100 km; CO2 emissions combined: 230 - 227 g/km according to WLTP, CO2 class: G.

BMW M3 Competition Touring with M xDrive: Fuel consumption combined: 10.4 - 10.3 l/100 km; CO2 emissions combined: 235 - 233 g/km according to WLTP, CO2 class: G.

BMW M4 Coupé with M xDrive: Fuel consumption combined: 9.9 - 9.7 l/100 km; CO2 emissions combined: 230 - 226 g/km according to WLTP.

BMW M5 Sedan: Consumption weighted combined: 1.7 - 1.6 l/100 km and 25.5 - 25.0 kWh/100 km; according to WLTP; CO2 emissions weighted combined: 39 - 37 g/km according to WLTP; Fuel consumption with depleted battery: 10.3 - 10.2 l/100 km according to WLTP; CO2 classes: weighted combined B, with depleted battery G.

BMW M5 Touring: Consumption weighted combined: 2.0 l/100 km and 30.7 kWh/100 km; CO2 emissions weighted combined: 46 g/km; Fuel consumption with depleted battery: 10.9 l/100 km according to WLTP; CO2 classes: weighted combined B, with depleted battery G.

The data on fuel consumption, CO₂ emissions, power consumption and range refer to vehicles on the automotive market in Germany. All figures have already been calculated based on the new WLTP test cycle. Consumption and emission data refer to the German Passenger Car Energy Labelling Regulation (EnVKV).

In case of queries, please contact:

Corporate Communications

Christophe König, Head of BMW M and BMW M Motorsport Communications

Phone: +49-89-382-56097

E-mail: Christophe.Koenig@bmw.de

Alexandra Landers, Head of BMW Product and Brand Communications

Phone: +49-89-382-30871

E-mail: Alexandra.Landers@bmw.de

Internet: www.press.bmwgroup.com

E-mail: presse@bmw.de



Media Information

Date 13 January 2025

Topic Another Record Year: BMW M GmbH Continues on the Path to Success.

Page 5

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

www.bmwgroup.com

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>