



Press release  
11th. January 2024

**BMW M GmbH continues to grow: more than 200,000 vehicles delivered within one year for the first time.**

Another record sales volume in the financial year 2023.

14,3 percent increase compared to the previous year. All-electric BMW i4 M50 once again best-selling model, BMW M3 Sedan most successful high-performance sports car worldwide of the brand.

**Munich.** BMW M GmbH can look back on an outstanding financial year 2023 and once again reports record results. For the first time in the company's history, more than 200,000 vehicles were delivered worldwide in a single year. With a new record of 202,530 high-performance and performance cars sold, the growth trend of recent years continued. The impressive increase in sales of 14,3 percent compared to the previous year proves that once again additional target groups have been attracted to extremely sporty vehicles with the M logo as a seal of quality.

The USA was once again the most important single market for BMW M GmbH automobiles in the 2023 financial year. The German home market again took second place in the ranking of sales regions, while the UK remained the third most important market, as in the previous year. "With the historic record of more than 200,000 vehicles delivered, we have reached a milestone in the 2023 financial year. The impressive demand is a great confirmation that we are hitting the nerve of the times with our diverse product portfolio," says Sylvia Neubauer, Vice President Customer, Brand, Sales at BMW M GmbH.

**Electromobility offensive continues to gather pace.**

As the brand's first all-electric performance model, the BMW i4 M50\* continued its successful course in the second full year of sales after its debut and once again became BMW M GmbH's bestseller. The year 2023 also saw the launch of the BMW i5 M60 xDrive Sedan\* and the BMW i7 M70 xDrive\*, signaling the start of two more new additions to BMW M's range of all-electric performance vehicles.

With a highly integrated drive unit on both the front and rear axles, which together develop a system output of up to 442 kW/601 hp, the BMW i5 M60 xDrive sets standards in the premium segment of the business saloon class. As the most powerful model in the new BMW 5 Series, it has specific design features as standard that visually emphasize its outstanding sporting potential. Its standard Adaptive Chassis Professional with electronically controlled shock absorbers and

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Integral Active Steering, in combination with the BMW xDrive electric all-wheel drive system, guarantees locally emission-free driving pleasure and typical M performance.

With the BMW i7 M70 xDrive, the most powerful purely electrically powered BMW M automobile was presented in 2023. The top model of new BMW 7 Series is also powered by two electric motors, which together mobilize a system output of up to 485 kW/659 hp and a maximum torque of 1,015 Nm. In addition, model-specific chassis technology and exclusive design features contribute to the typical M character. The BMW i7 M70 xDrive combines locally emission-free mobility and extreme performance to create a unique driving experience in the luxury segment.

"The financial year 2023 was characterized both by our highly successful portfolio of highly emotional combustion engine vehicles and by our ongoing electrification offensive with two further all-electric performance models and our first electrified high-performance car, the BMW XM\*," says Franciscus van Meel, Chairman of the Board of Management of BMW M GmbH. "Not least the ongoing success of the BMW i4 M50 confirms that we are on the right track to further advance the electrification of our product portfolio and to combine sustainable drive technologies with an emotionally powerful driving experience."

### **New high-performance models diversify the product portfolio.**

Three high-performance automobiles, which completed their first full year of sales in 2023 and symbolize the wide range of BMW M GmbH's product portfolio, also made a decisive contribution to the renewed increase in sales. The second generation of the BMW M2\* with its six-cylinder in-line engine, rear-wheel drive and optional 6-speed manual transmission offers an even more attractive entry into the world of high-performance models from BMW M. Extroverted design, progressive luxury in the interior and the new M HYBRID system make the BMW XM\* an absolute exception in the competitive field of Sports Activity Vehicles and Sports Activity Coupés. The new BMW M3 CS\* special model, which brings the unmistakable BMW M feeling to the racetrack and the road in a particularly purist form, was also enthusiastically received by fans of the brand.

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In addition, the continued popularity of the bestsellers in the high-performance car segment was the main reason for the unabated growth of BMW M GmbH. The world's best-selling high-performance sports car in 2023 was the BMW M3 Sedan\*, followed by the BMW M4 Coupé\*. With their powerful six-cylinder in-line engines and the unique choice of manual 6-speed transmission and 8-speed M Steptronic transmission in the segment, as well as classic rear-wheel drive and the intelligent M xDrive all-wheel drive system, they offer racetrack-ready performance characteristics with unrestricted everyday and long-distance suitability. This combination, supplemented by an extra portion of luggage space and variability, made the first BMW M3 Competition Touring with M xDrive\* a particularly high-profile new addition to the BMW M GmbH range in 2023.

### **Fresh accents and further new high-performance models in 2024.**

The diversification of the product portfolio will continue in 2024. In addition to the upcoming model revision for the three most successful high-performance series BMW M3, BMW M4 and BMW M2, the new edition of the BMW M5 is in the starting blocks for the current model year. The new generation of the high-performance model in the luxury class will not only be available as a sedan, but as the BMW M5 Touring it will also provide further impetus for the conquest of new target groups. Prior to this, the BMW i5 M60 xDrive Touring will complement the range of all-electric performance cars.

The core of the BMW M product range also sees the debut of an offering for particularly ambitious drivers: the huge success of the BMW M3 CS is followed by the new BMW M4 CS special model, which embodies pure racing passion in a further form with increased engine power and optimized weight.

### **Le Mans in sight: BMW M GmbH aims for historic racing comeback.**

After the new BMW M Hybrid V8 successfully completed its first season in the North American endurance series IMSA last year, BMW M GmbH will also be competing in the FIA World Endurance Championship (WEC) in 2024. The highlight of the season is the return to the 24 Hours of Le Mans: exactly 25 years after the overall victory of the BMW V12 LMR in the legendary endurance classic, a prototype from BMW M Motorsport will once again be on the starting grid.

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The comeback at the Circuit de 24 Heures will be accompanied by the race track premiere of the 20th BMW Art Car. One of the two BMW M Hybrid V8s competing at Le Mans will enter the race with a very special design, created by the world-renowned New York artist Julie Mehretu, which impressively expresses the traditional combination of motorsport and art in the BMW Art Car Collection.

**\*Consumption and emissions data:**

**BMW i4 M50:** power consumption in kWh/100 km combined: 22.5 - 18.0 WLTP.

**BMW i5 M60 xDrive:** power consumption in kWh/100 km combined: 20.6 - 18.2 WLTP.

**BMW i7 M70 xDrive:** power consumption in kWh/100 km combined: 23.7 - 20.8 WLTP.

**BMW XM:** Fuel consumption in l/100 km combined: 1.9 - 1.5 WLTP; power consumption in kWh/100 km combined: 33.6 - 32.5 WLTP; CO2 emissions in g/km combined: 43 - 35 WLTP.

**BMW M2:** Fuel consumption in l/100 km combined: 9.3 - 9.1 WLTP; CO2 emissions in g/km combined: 209 - 205 WLTP.

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

**BMW M3 Sedan:** Fuel consumption in l/100 km combined: 10.1 - 10.0 WLTP; CO2 emissions in g/km combined: 231 - 227 WLTP.

**BMW M4 Coupé:** Fuel consumption in l/100 km combined: 10.1 - 9.9 WLTP; CO2 emissions in g/km combined: 230 - 226 WLTP.

**BMW M3 Competition Touring with M xDrive:** Fuel consumption in l/100 km combined: 10.4 - 10.1 WLTP; CO2 emissions in g/km combined: 235 - 229 WLTP.

Official fuel consumption, CO2 emissions, electric power consumption and electric range figures were determined based on the prescribed measurement procedure in accordance with European Regulation (EC) 2007/715 in the version applicable. Where a range is shown, the WLTP figures take into account the impact of any optional extras.

Only official figures based on the WLTP procedure are available for new models that have been type tested since 01.01.2021. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023. Further information on the WLTP and NEDC measurement procedures can also be found at [www.bmw.de/wltp](http://www.bmw.de/wltp).

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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### 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 motorbikes and also provides premium financial and mobility 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 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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