

STRONG TODAY, STRONG TOMORROW.

Jochen Goller

Board of Management of BMW AG Customer, Brands and Sales



BMW GROUP SALES YTD JUNE 2025 ON PREVIOUS YEAR LEVEL. BEV AND BMW M SALES WITH GROWTH.

BMW
GROUP

1,207,388
-0.5%
(w/o CN +6.3%)



1,070,814
-2.3%
(w/o CN +4.9%)



105,939
+6.5%



133,778
+17.3%



ROLLS-ROYCE
MOTOR CARS LTD

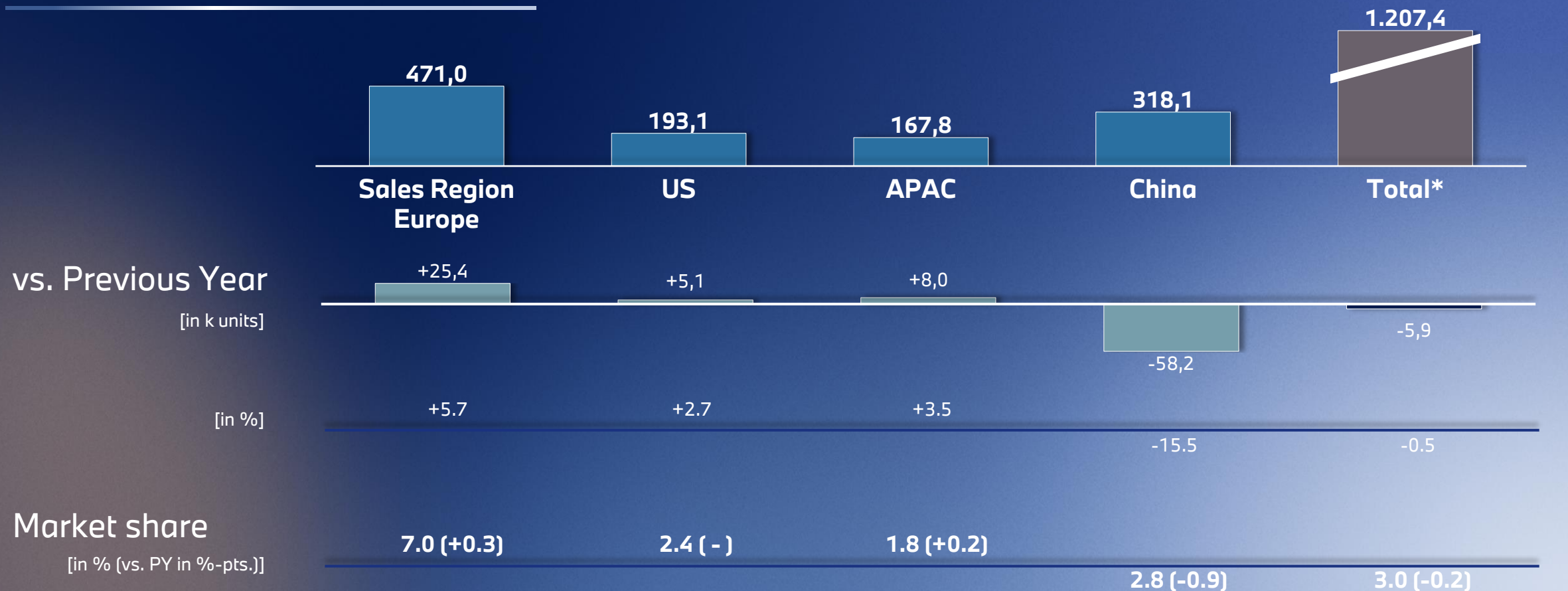


2,796
-0.8 %

BMW Group BEV
219,989
+16.1%

GROWTH IN ALL REGIONS OUTSIDE CHINA. EXPANDING MARKET SHARE IN EUROPE AND APAC.

BMW / MINI Sales YTD June 2025.



*incl. remaining markets (CA, LA, IC)
Data preliminary

STRONG xEV PERFORMANCE - ESPECIALLY IN EUROPE, WHERE EVERY 4TH SOLD CAR IS FULLY-ELECTRIC.

BEV / xEV share per region in % of total YTD 2025.

BEV: 13.0%
xEV: 19.8%



BEV: 25.0%
xEV: 39.4%



BEV: 13.2%
xEV: 13.2%



BEV: 15.7%
xEV: 24.1%
APAC



CONTINUOUS GROWTH IN EUROPE, STRONG SALES OPPORTUNITIES WITH NEUE KLASSE ACROSS ALL CHANNELS.

EUROPE.



Regional Profile.

- Avg. age >50 years
- 50% Corporate share
- 75% 1st price level share
- Retail Next implemented in 38% of all outlets
- Roll-out of agency model

Our Current Performance.

- Gaining market share
- Clear segment leader
- N° 3 in total BEV market
- achieving CO₂ target

Our Opportunities.

- Broad product portfolio
- Neue Klasse
- Improved retail performance
- Enhanced customer experience
- Solid, profitable BEV growth with corporate channel

STRONG HERITAGE OF 50 YEARS BMW IN USA, LEVERAGING DRIVING DYNAMICS AND TECH ORIENTATION.

USA.



Regional Profile.

- Avg. age >50 years
- Loyalty rate 58%
- N° 3 in NADA dealer satisfaction
- Strong brand satisfaction rating
- Heritage: 50 years of BMW in USA

Our Current Performance.

- BMW M +10% yoy and 1/3 of world volume
- Highest level of consideration & 1st choice for premium customers
- Highest conquest rate from Tesla defectors

Our Opportunities.

- Home of X: ~49% of the US sales volume is built in the US
- Leverage luxury, driving dynamics and tech orientation
- Alpina & special series

APAC, EXAMPLE KOREA: BMW GROUP HAS RETAKEN N° 1 POSITION AMONGST IMPORTED PREMIUM BRANDS. SIGNIFICANT EXPANSION OF LOCAL FOOTPRINT.

30 years
of
growing
history.

BMW outperforms market & is N° 1 imported Premium brand in total and in Top-End segment

7 Series segment leader of imported cars

17k jobs created from BMW Korea (in-/direct)

100 m€ investments in BMW Complex, R&D Center, VDC, Driving Center

Social responsibility e.g. Apprentice Program & BMW Korea Future Fund

Leverage local tech expertise e.g. collaboration with Samsung SDI since 2009

KOREA.



CN ECONOMY SHOWED RESILIENCE IN HY1 2025, YET CHALLENGES REMAIN ON ECONOMY / TRADE, CONSUMPTION AND PRICING.

+5.4%

Q1 GDP growth rate
above FY target.

+6.0%

YTD May export
growth, mainly
fuelled by pre-
tariff export surge.

+8.5%

YTD May investment
in manufacturing,
continues strong
growth.

-2.9%

YTD May decline in
real estate sales,
area slows down.

CCI↓

Consumer Confidence Index
of 87.8 (04/25) vs. 119.8 (12/21)
stays close to all-time low.

CHINA.

**Uncertain trade
war trajectory.**

A PHASE OF RAPID MARKET EXPANSION FOLLOWED BY
OVER-CAPACITIES AND SEVERE COMPETITION.

COMPETITION

GROWTH



INDUSTRY IS UNDERGOING RESTRUCTURING PHASE, HOWEVER
MARKET TURBULENCES TO CONTINUE FOR SOME TIME.

CULTURAL PRIDE **REFOCUS** CONTROL PROTECTION

1st dealership closures
with 8,000 outlets
permitted by government

2024

CADA Report 2024 sets new
focus: liquidity, After Sales,
cost absorption & UC business.

Measures to rectify industry disorders.

- Directive on lower finance commissions
- Tackle „0 milage Used Cars“
- Reduction of local gov. subsidies
- Central Government intervention
- Implementation of adequate payment terms

Qishi Article

2025

BMW GROUP CHINA STRENGTHS: BRAND, LOCAL FOOTPRINT, LOCAL PARTNERSHIPS.

1 Engine Plant
MINI Plant
BMW Plant Extension
High Voltage Battery Assembly

2 BMW Vehicle Plants

4 R&D Centers,
biggest footprint
outside Germany

~ 30,000
Employees in China

~ 50,000
Jobs in retail network

Strong partnerships



HUAWEI

Tencent 腾讯



deepseek

momenta



Alibaba.com

Baidu 百度



BMW GROUP IS A TRUE GLOBAL PLAYER. WE ARE STRONG TODAY AND EVEN STRONGER TOMORROW.

Broadest brand & product
portfolio | Unrivalled
technological neutrality.



Resilient & diversified
global supply, plant &
sales footprint.



Neue Klasse | XNF |
BMW M | BMW ALPINA.

