

BMW Group Sales Figures Q1-2025. BMW Group reports strong growth in Europe and US, with significant increase in BEV sales worldwide.

English-speaking podcast with Jochen Goller, member of the Board of Management of BMW AG responsible for Customer, Brands, Sales.

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Mr. Goller, the BMW Group has published its sales figures for the first quarter. How do we start the year 2025?

Well, the BMW Group started the year 2025 very well actually, despite a very challenging market environment. We were able to grow on BMW Group level in every region outside China, especially, I think, well, we did do in the sales of our fully electric vehicles, which grew significantly by over 30%. And I'm very proud to say that we have a very strong performance of our M models, as well as of the MINI brand.

Speaking of MINI, how is the brand performing after it replaced its entire model portfolio last year?

Well, the MINI brand performed quite well in quarter one and we can clearly see the positive impact of the full availability of all new MINI models. So, as I said, we grew and especially proud we are on the MINI sales of fully electric vehicle, and you can say that in quarter one about one out of three MINI models we sold were fully electric vehicles.

Tariffs are currently a major topic. Is the discussion already reflected in the sales numbers of the first quarter?

No, we don't see that. As you know, we grew in every region outside China in quarter one. So BMW Group had a very solid result here. And our position is very clear. We are against tariffs, and we fully support free trade. And by the way, we are also not participating in any related speculations.