

AUTOMOTIVE

BMW's electric sales growth represents worldwide shift to auto sustainability

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The electric BMW i3. Image credit: BMW

By BRIELLE JAEKEL

German automaker BMW Group has sold more than 50,000 electric vehicles in 2017, exhibiting the importance of electric-powered automobiles in today's auto industry.

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Electric vehicles have slowly become a significant portion of the automobile industry, forcing automakers to embrace the eco-friendly strategy. By 2030, India's serious pollution problem will be supported by an initiative from the country's energy department that will attempt to cease the selling of gas-powered vehicles.

"Following a record first half-year, our sales in July remain at a very high level, with profitability our primary focus," said Dr Ian Robertson, management board member for Sales and Brand BMW.

Electric sales

BMW's recent sales growth in electric vehicles is indicative of the current market, now that consumers are more concerned with sustainability. Almost 50,711 BMW i, BMW iPerformance and electrified Mini Cooper vehicles were sold since the beginning of the year.



BMW at-home charging station. Image credit: BMW

The number of sales of these electric vehicles increased by 74.8 percent compared to the same time period last year. With nine electric vehicles on the market, the BMW Group is now the third largest BEV/PHEV manufacturer.

Its most popular electric vehicle is the BMW i3, which is likely to continue to see an increase in sales.

BMW also has a plan to navigate the future if electric and hybrid become more popular, but also supports its business if the concepts do not continue to increase. The automaker will provide the X3 and 3 series in electric options as well as gas-powered so customers can choose.

Another major development in the electric automobile world is that India's energy department is attempting to significantly help the pollution problem in the country by decreasing the use of gas-power vehicles.

CNN has noted that doctors are claiming that breathing the air in New Delhi is equivalent to smoking 10 cigarettes a day.

21 years after industrial ban, Agra still among India's worst polluted cities

<https://t.co/B4OUJwVuR5> pic.twitter.com/hPfsBYQpy3

Air Quality in India (@airqualityindia) August 3, 2017

The country's National Electric Mobility Mission Plan will offer subsidies to support the initiative, but eventually energy minister Piyush Goyal claims the vehicles will pay for themselves.

Auto insight

Three major automotive trends will converge in the next 10 years: ride sharing, self-driving vehicles and electric automobiles.

With these three trends coming together, future-focused automotive brands and tech startups will be poised to have a much larger stake in the transportation business, according to a report from the Boston Consulting Group. This will be especially important for luxury automakers, who will want to stay on the cutting-edge of new road innovations ([see more](#)).

German automaker Audi is also looking to make a big impact in the electric vehicle community, releasing its design and accompanying campaign years ahead of production for its versatile concept model.

Released at Auto Shanghai on April 18, Audi's e-tron Sportback design is being shared with interested consumers through a new video spot. With an emphasis on electricity in theme, as well as functionality, Audi's e-tron Sportback and campaign hypes the vehicle well ahead of production ([see more](#)).

"Despite continuing headwinds in the USA, as well as the model changeover of the BMW X3 and the BMW 5 Series in China, we were still able to achieve last year's high sales levels, due to our policy of balanced global sales growth. Sales of our electrified vehicles continue to develop extremely well, with all nine of our electrified cars playing their role in this success," Mr. Roberston said.