

AUTOMOTIVE

BMW focuses on electric mobility to continue sales momentum

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BMW Group is focused on improving the digital customer experience. Image credit: BMW Group

By LUXURY DAILY NEWS SERVICE

Germany's BMW Group is the latest automaker to post record sales, an indication that demand for luxury vehicles remains strong after a turbulent 2020.

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While annual sales were down from 2019 ([see story](#)), BMW Group achieved record sales in Q4 2020 to end the year on a high note. The automaker is making aggressive investments in digitalizing its sales and marketing in a bid to give consumers more custom options and grow its electric vehicle business.

"We are optimistic about 2021 and look forward to resuming our profitable growth, thanks to strong demand for our fresh product line-up," said Pieter Nota, member of the board of management of **BMW AG** responsible for customer, brands, sales, in a statement. "We want to increase sales of our electrified vehicles by more than half in 2021.

"This underlines the importance of electromobility as a major growth driver for our company," he said.

In addition to the BMW brand, the BMW Group sells vehicles under the Rolls-Royce marque and Mini brand.

Electric push

In 2021, BMW hopes to double its sales of fully-electric vehicles. Production will begin in Germany later this year on two new EVs, the iX and the i4.

BMW now has 13 electrified models, including fully-electric and plug-in hybrid vehicles, available in 74 global makers. The automaker plans to offer 25 such models by 2023, with more than half the new additions being fully electric.



The iX can be fully charged in 11 hours. Image credit: BMW

Amid the COVID-19 pandemic, BMW will also continue to make its sales process as contact-free as possible.

Eventually, drivers are expected to have the ability to configure custom vehicles entirely online. Already, staff in more than 60 markets are able to sell vehicles remotely and offer virtual tours.

To meet these expectations, BMW is growing its sales and marketing budgets in the coming years. Personal data will also be essential for the automaker to improve consumer experiences.

"We will be investing a triple-digit million euro amount annually up to 2025 in the digitalization of our sales and marketing and are working together with our retail partners to offer the industry's best customer experience going forward," Mr. Nota said. "If customers choose to share their data with us, thanks to digitalized processes, we can get to know their wishes and preferences better than ever."

Luxury automakers are leveraging digital methods to improve the production, marketing and sale of new vehicles as a way to navigate the ongoing disruptions of COVID-19. The new tech advances also include virtual showrooms, allowing car retailers to remain open for business even if their doors are shut ([see story](#)).

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