

AUTOMOTIVE

BMW Group reaches electric milestone

December 7, 2021



A BMW iX was the one-millionth electrified vehicle sold by BMW Group. Image credit: BMW Group

By LUXURY DAILY NEWS SERVICE

Germany's BMW Group has delivered its one-millionth electrified vehicle as it makes progress on its electromobility push.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The BMW Group expects to double its battery-electric vehicle sales next year, as it expands its electric offerings and charging infrastructures become more accessible in Europe. Premium and luxury automakers continue to expand in EV as consumer acceptance grows and governments introduce regulations targeting traditional combustion engines.

"The delivery of our one-millionth electrified vehicle marks a milestone in our transformation and we already have the next one in our sights," said Pieter Nota, member of the board of management responsible for customer, brands and sales at **BMW AG**, in a statement.

"We aim to break through the two-million mark in just two years," he said. "Thanks to our steadily growing product range, we are setting ourselves ambitious sales targets, in particular for fully-electric vehicles: in 2022, we aim to double this year's sales."

Electric future

In 2020, the BMW Group sold more than 2.3 passenger vehicles, and a growing share are EV.

The one-millionth electrified vehicle, which was delivered on Dec. 6, was a BMW iX xDrive 40. The client also received a special bonus of a BMW Wallbox, with installation included, and a credit for public charging in Europe with BMW Charging.



BMW Group's Rolls-Royce will introduce its first EV in late 2023. Image credit: Rolls-Royce

The BMW iX is one of two new flagships BMW has introduced to the market this fall as part of its electrification strategy. Next year will see fully electric versions of the BMW 7 Series and X1, while 2023 will welcome the BMW 5 Series to the EV portfolio.

BMW Charging and MINI Charging also gives drivers access to one of Europe's largest charging networks, with more than 250,000 charging points. Along with at-home solutions such as wallboxes, BMW Group intends to put electromobility at the forefront of its entire value chain.

British automaker Rolls-Royce Motor Cars, a subsidiary of the BMW Group, is also introducing its first, long-awaited EV.

Named the Spectre, the battery electric vehicle is expected to come to market during the fourth quarter of 2023. Rolls-Royce also plans to have a fully electric model lineup by 2030, joining other luxury automakers including Bentley ([see story](#)).

"We expect at least one out of every two BMW Group vehicles sold to be fully electric by 2030," said BMW Group's Mr. Nota.

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.