

AUTOMOTIVE

BMW Group acquires Alpina

March 11, 2022



BMW Group is looking to expand its footprint in the industry. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German auto manufacturer BMW Group is expanding its portfolio through the acquisition of Buchloe-based automaker [Alpina](#).

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Since it was founded in 1965, Alpina has been actively involved in BMW tuning and motorsports, and in 1978, the company began manufacturing passenger vehicles based on BMW's products. Now under BMW's ownership, Alpina will continue to use its engineering know-how in developing, manufacturing and selling BMW Alpina vehicles within the existing cooperation until the end of 2025.

"The automotive industry is in the midst of a far-reaching transformation towards sustainable mobility," said Pieter Nota, customer, brands and sales board member at [BMW Group](#), in a statement. "For that reason, existing business models need to be re-examined on a regular basis.

"For over fifty years, the Buchloe firm has demonstrated how to deliver top-quality car cachet through meticulous attention to detail," he said. "That is why we are now embarking on a new chapter in our long-standing partnership."

Broadening horizons

BMW cars will receive extensive modification by the Alpina team, including the engine and transmission, as well as the chassis, aerodynamics and interior equipment.



BMW is looking to strengthen its electric vehicle offering in 2022. Image credit: BMW

BMW Alpina vehicles will be pre-assembled on BMW production lines before the final assembly of the vehicles in Buchloe.

The service, parts and accessories business for the existing and legacy BMW Alpina portfolio will continue at the Buchloe location indefinitely.

The family company's second main area of activity is the Alpina wine business, which will remain unaffected by the acquisition.

The conclusion of the transaction is still subject to various conditions, such as approval by the antitrust authorities. Both companies have agreed not to disclose any financial details.

In December 2021, BMW Group surpassed an electric milestone as it delivered its one-millionth electrified vehicle.

The auto group expects to double its battery-electric vehicle sales this year, as it expands its electric offerings and charging infrastructures become more accessible in Europe ([see story](#)).

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