

COMMERCE

BMW of North America sets annual sales record in 2023

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Battery electric vehicles sparked growth at BMW U.S. in 2023, tripling in sales to now account for 12.5 percent of the brand's totals. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker BMW is celebrating the culmination of a strong sales year in North America.

The company is out with a full-year fiscal report showing that battery electric vehicles sparked growth in 2023, tripling in sales to now account for 12.5 percent of the brand's totals. Over the last 12 months, its dealers sent 9 percent more cars off the lot year-over-year, additionally setting a new annual record for BMW sales in the U.S.

"We attribute the success of 2023 to two main factors the strength, breadth, and quality of our product lineup, and the close collaboration with our national dealer network," said Sebastian Mackensen, president and CEO of **BMW of North America**, in a statement.

"We excite and inspire our customers, regardless of drivetrain," Mr. Mackensen said. "Whether they prefer to drive one of our highly efficient internal combustion vehicles, a fully electric vehicle, or a plug-in hybrid electric vehicle, we are delivering the ultimate driving experience with every drivetrain, in every segment."

Electric future

Sending 362,244 total cars off the lot in 2023, passenger car sales at BMW grew 27.4 percent annually compared to 2022.

In this category, the X1 soared, up 196.2 percent y-o-y. On the flip end, sales of almost every BMW light truck model the X3, X4, X5, X6 and X7 are included here fell on an annual basis, with one exception: the eco-conscious iX.



The BMW i5, launched in November 2023, is the fourth battery electric vehicle in the automaker's portfolio. Image credit: BMW

BMW's all-electric standout jumped by 205 percent in annual sales and 110 percent compared to Q4 2022, becoming a massive contributor to the rise of non-combustion cars in the automaker's end-of-year results.

Factoring hybrids into BEV counts, BMW's cumulative EV sales increased 19.5 percent y-o-y, representing nearly a fifth of its gross in the region, though gas-powered models do not appear to be entirely out of style.

The X5 remained BMW's most popular vehicle in 2023 with 72,573 total units sold.

The sharp rise in popularity of electric options amongst BMW's portfolio is key to understanding a recently-established partnership with U.S. automaker Tesla, in which drivers of BMW EVs will gain access to the American manufacturer's sizable network of superchargers in the U.S. and Canada by 2025 ([see story](#)).

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