

AUTOMOTIVE

BMW Group hints at setting new brand emissions record in Europe

February 1, 2024



The manufacturer sold nearly 75 percent more fully electric models in 2023 than it did the previous year. Image credit: BMW

By LUXURY DAILY NEWS SERVICE

German automaker **BMW Group** is using its EV segment to shoulder the load of its sustainability goals.

A new announcement confirms that its fleetwide emissions in Europe were successfully cut by 2.8 percent last year. The reductions outperformed EU legal requirements, ensuring that BMW Group remains on track to meet its long-term ESG targets.

Charging up

Based on BMW Group's preliminary internal calculations, carbon emissions have fallen from 105 grams per kilometer in 2022 to 102.1 grams per kilometer in 2023.

It indicates that heightened EV sales and an increasingly electrified fleet are behind the feat. With more than 15 fully-electric models to choose from, BMW Group sold more than 376,00 fully electric vehicles globally in 2023.

This marks a nearly 75 percent year-over-year increase. These rates outpaced growth in the total BEV market for the period ([see story](#)).



Moves to improve the efficiency of its combustion engines are also contributing to carbon reduction, according to BMW Group. Image credit: BMW

It foresees one in five of its models purchased will be powered by a fully electric drive train in 2024, sharing a one in four forecast for the following year.

EVs aside, moves to improve the efficiency of its combustion engines are also contributing to carbon reduction, according to BMW Group.

As the company continues to lower its ecological footprint, it aims to reduce its emissions totals by at least 40 percent per vehicle from 2019 levels.

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