BMW GROUP
Asia

Media Information
31 July 2026

BMW Asia maintained leadership in Singapore's premium EV segment in H1 2026, setting the stage for next chapter of growth.

- **Singapore YTD June market share: 52.7% (premium EV) and 36.3% (premium).**
- **Indonesia YTD June market share: 52.0% (premium EV) and 53.9% (premium).**
- **Strong H1 2026 YoY growth in Indonesia (+9.1%) and the Philippines (+17.6%).**

Singapore. In the first half of 2026, BMW maintained its leadership in the premium EV segment with 52.7% market share and is the No. 2 brand in the overall premium automotive market with 36.3% share. In Indonesia, BMW continued to lead both the premium EV and premium segments, accounting for 52.0% and 53.9% respectively. This strong performance was complemented by year-on-year sales growth of 9.1% in Indonesia and 17.6% in the Philippines.

"While the market becomes increasingly volume-driven, BMW continues to lead where it matters most," said Rene Gerhard, Managing Director, BMW Group Asia. "The premium segment is where customers value innovation, proven safety, brand trust, and reliable aftersales service. This is reflected in the growing adoption of BMW electric vehicles in Singapore, with roughly two out of every five BMWs sold being electric. The waiting list for the BMW iX3, our most significant launch in years, speaks for itself."

Gerhard continued, "Our growth story is far from over. The second half of 2026 will be even stronger with the arrival of the new BMW 7 series and expansion of our EV portfolio with

the new BMW i7. Even as market dynamics evolve and customer preferences shift, BMW continues to stay true to its customer-centric philosophy of creating products and services that inspire and meet the needs of tomorrow's mobility landscape."

Key financial highlights.

Singapore	• 52.7% market share in the premium EV segment. • 36.3% market share in the premium segment.
Indonesia	• +9.1% growth in BMW sales. • 52.0% market share in the premium EV segment. • 53.9% market share in the premium segment.
Philippines	• +17.6% growth in BMW sales.

Established in 1985, BMW Group Asia is the regional hub overseeing the East Asia region comprising 14 markets including: Bangladesh, Brunei, Cambodia, Guam, Indonesia, Laos, Myanmar, Nepal, New Caledonia, Philippines, Singapore, Sri Lanka, Tahiti, and Vietnam.

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The BMW Group
With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

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The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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