

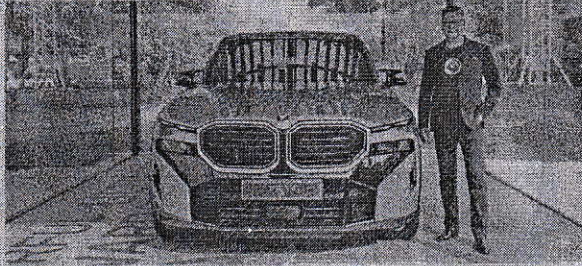
BMW India reports highest-ever annual luxury car sales in 2022

G Balachandar
Chennai

Luxury carmaker BMW has reported its highest-ever annual sales of 11,981 units for the calendar year 2022 in India. The company's previous highest annual volume was achieved in 2012 (9,375 units).

The BMW group sold 11,268 units of luxury vehicles under the BMW brand and 713 units under the MINI brand in 2022. Sales under the BMW brand grew 37 per cent, while MINI volumes grew 11 per cent. It also sold 7,282 high-end motorcycles under the Motorrad brand, said a statement.

Vikram Pawah, President, BMW Group India, said the achievement was a direct result of its focus on bringing exclusive products and offering the best services. The Sports Activity Vehicle range (X1, X3, X5 and X7) reported a growth of more than 60 per cent, while



Vikram Pawah, President, BMW Group India

luxury sedans such as the 3 Series, 5 Series and 6 Series maintained their growth.

"Due to high demand, most BMW models now have a waiting period of up to six months," the company claimed. For MINI, the locally produced MINI Countryman had a share of 41 per cent in sales while the MINI Hatch contributed 38 per cent and MINI Convertible 21 per cent. BMW Motorrad India reported 40 per cent growth with 7,282 units. The G 310 R, G 310 RR and G 310 GS secured a

share of 90 per cent in motorcycle sales.

AUDI PERFORMANCE

Audi, too, reported a 27 per cent growth in its luxury car sales at 4,187 units in 2022, aided by revival in customer sentiments and strengthened product portfolio. The growth was driven by Q7, A8 L and Audi Q3 launches.

Balbir Singh Dhillon, Head of Audi India, said this performance was "despite roadblocks such as semiconductor availability".