

BMW Sales Performance Dashboard (2010–2024)

\$3.8bn

Total Revenue

253M

Total Units Sold

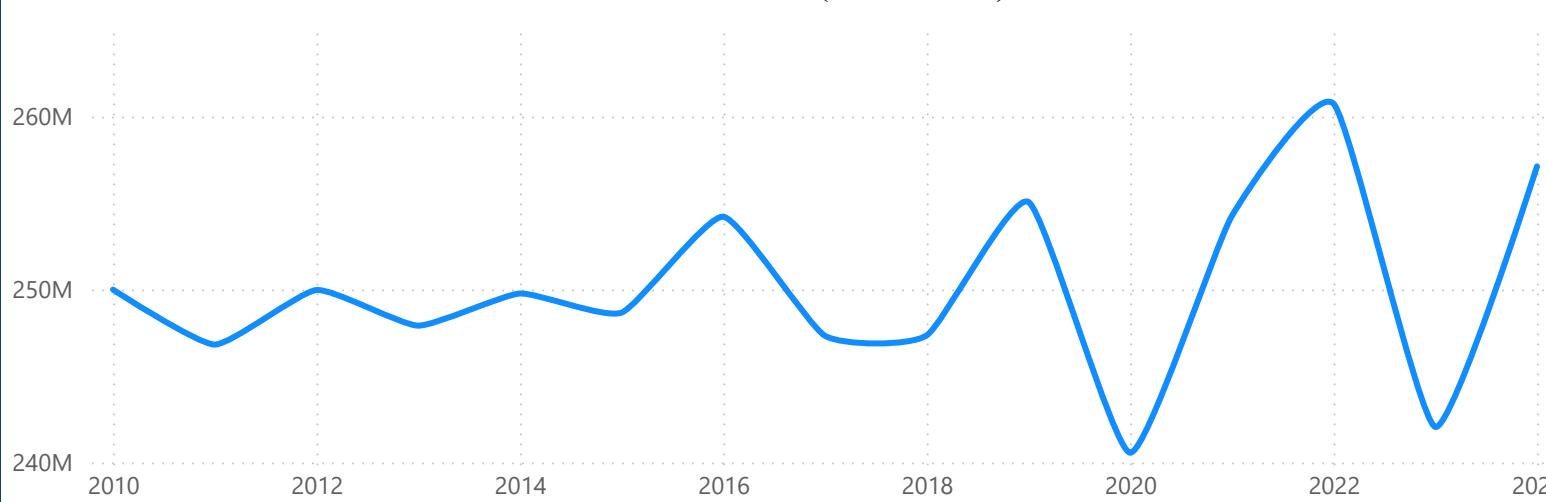
14.8

Average Price

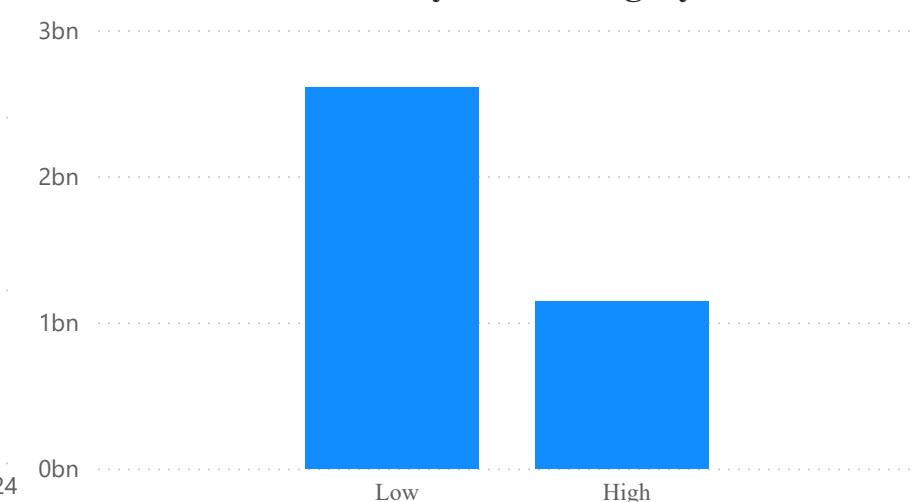
14.5

YoY Growth %

Revenue Trend (2010–2024)



Revenue by Sales Category



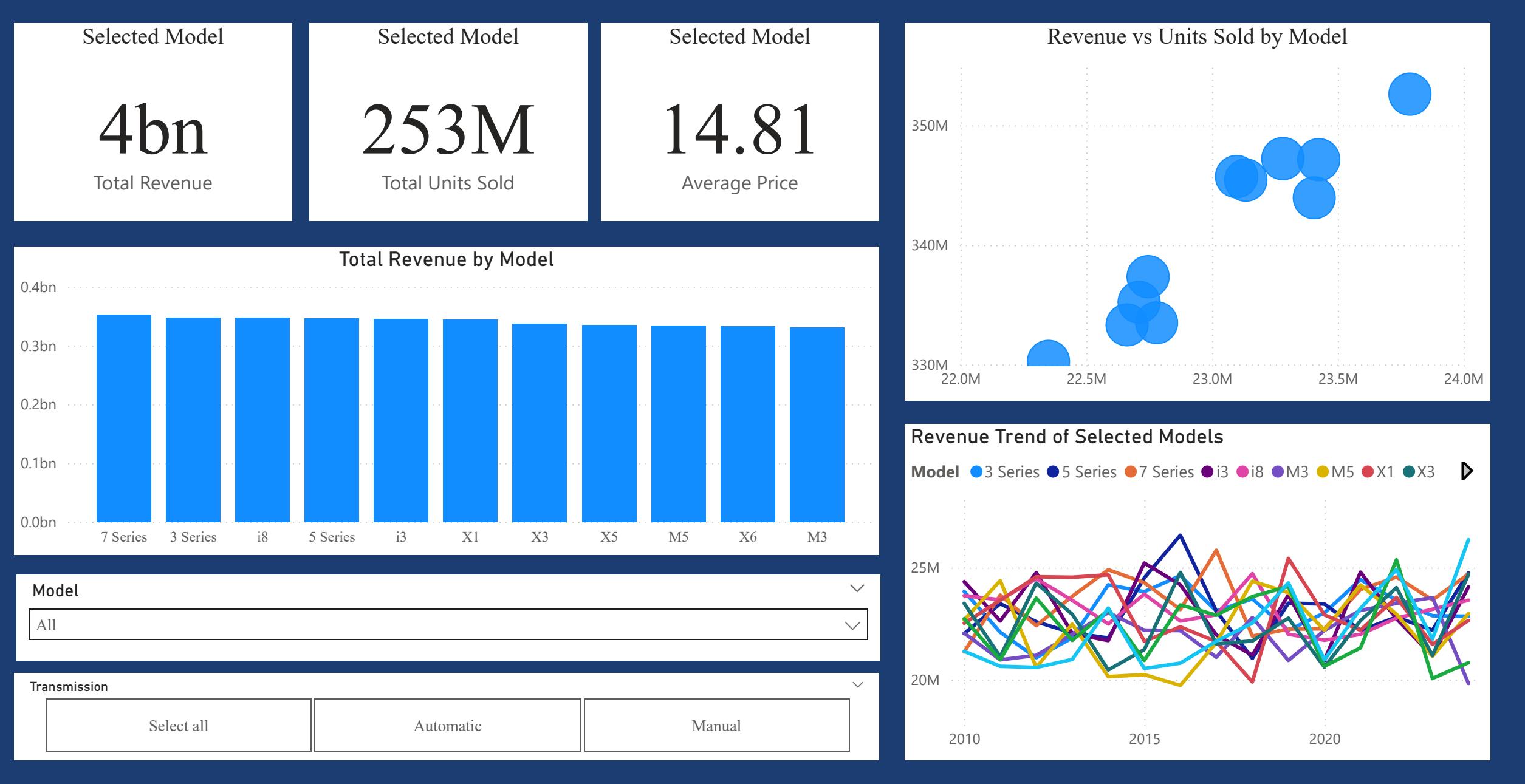
Year

2010 2024

- Model
- Select all
 - 3 Series
 - 5 Series
 - 7 Series

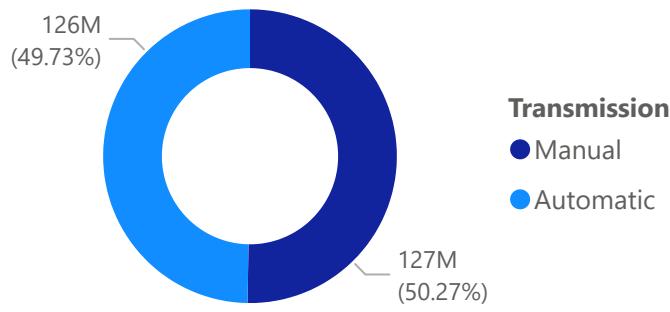
- Fuel_Type
- Select all
 - Diesel
 - Electric
 - Hybrid

BMW Model Performance Overview

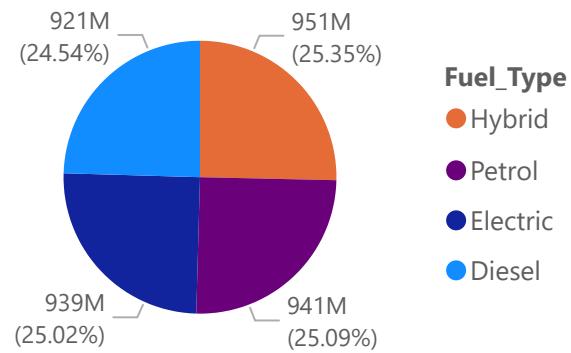


BMW Market Insights (2010–2024)

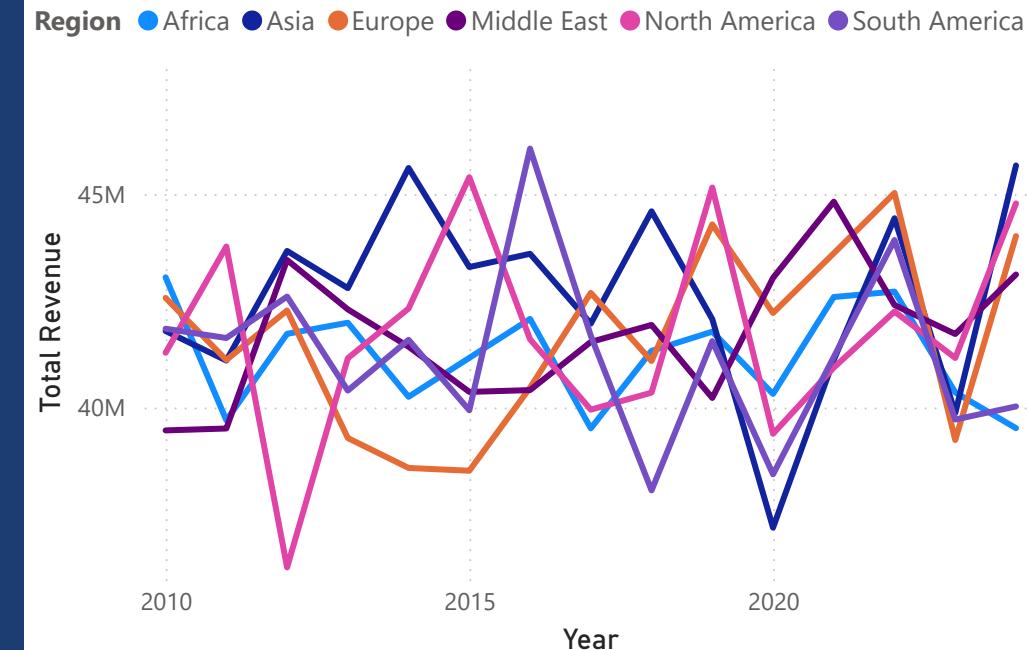
Transmission Type Preference



Revenue Share by Fuel Type



Yearly Revenue Growth by Region



Year

All

Region

Select all

Africa

Asia

Sales Classification

High

Low

Fuel Type

Select all

Diesel

Electric

Hybrid

Petrol

Regional Revenue by Fuel Type

Region	Diesel	Electric	Hybrid	Petrol	Total
Africa	151753764	156345674	154959009	154973826	618032273
Asia	157088100	154051492	169586113	158015631	638741336
Europe	153981711	157908700	159524515	153538040	624952966
Middle East	154368483	153157942	156552917	161608058	625687400
North America	151076582	161110860	158707987	154813477	625708906
South America	152435066	156196234	151795127	158180737	618607164
Total	920703706	938770902	951125668	941129769	3751730045