

Media Information
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BMW Group is electrifying Plant Araquari

+++ BMW X5 will be the first premium plug-in hybrid model produced in South America from last quarter of 2024 +++
"Production is following market demand," says Michael Nikolaides, Head of Production Network and Logistics BMW Group +++

São Paulo/Munich. The BMW Group is strengthening its involvement in Brazil by electrifying the Araquari plant. Following a historic sales record for electrified vehicles in Brazil last year, the BMW Group is announcing local production of the BMW X5, the very first premium plug-in hybrid model built in South America. The technologically advanced and powerful vehicle is produced at the BMW Group plant in Araquari in addition to the BMW X1, BMW X3 and BMW X4 as well as the BMW 3 Series for the local market.

"At the BMW Group, production follows market demand. Last year, BMW Group Brazil achieved a record of 25% share of electrified vehicles within the sales mix. In addition, the BMW X5 was the third-best model of the entire BMW line-up in Brazil. It is a logical conclusion for us to announce the production of the BMW X5 plug-in hybrid in Brazil now," says Michael Nikolaides, Head of Production Network and Logistics at BMW Group. "We are committed to technology openness. In this context, PHEVs are and will remain an important part of our offering. Now, for the first time, we are bringing this technology to a South American production facility. The BMW Group plant in Araquari has a flexible production line. I am proud to say that Plant Araquari will be the only one to produce ICE, PHEV, and Flex-fuel models in the whole BMW Group production network. Depending on market demand, we can get ready to produce hybrid or electric models in a short period of time. In the next step, we will build PHEV and ICE vehicles on one line."

Since 2014, the BMW Group has been manufacturing for the local market in Araquari, Brazil, in the state of Santa Catarina. The Araquari plant has its own

Body Shop, Paint Shop, Assembly, Quality and Logistic processes. Along with a BMW Group Engineering Office, which is part of the plant's facilities. In December 2023, the BMW Group announced a 10% increase in production at the Araquari plant from 2024 to reach an annual production of 11,000 units. In addition, the workforce is being consistently increased and trained to produce electrified vehicles.

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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 and mobility 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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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