

BMW M reaches sales record in 2020, ousts AMG

By Gero Lilleike

19 Jan 2021

BMW's performance arm has posted an impressive sales record in 2020, making it the current leader in the performance and high-performance car market. BMW M increased its sales by 6% in 2020 totalling 144,218 units sold.



Source: press.bmwgroup.com

BMW's performance arm has posted an impressive sales record in 2020, making it the current leader in the performance and high-performance car market. BMW M increased its sales by 6% in 2020 totalling 144,218 units sold.

Markus Flasch, chairman of the board of the BMW M GmbH, says: "The fact that we were able to conclude this exceptionally challenging year with yet a further record is a great validation of our consistent growth strategy. We can be particularly proud of the fact that we were able not only to defend our market dominance as the most successful provider of performance and high-performance automobiles but also to have even expanded it."

Comparatively, BMW M extended its sales lead over its arch-nemesis, Mercedes-AMG, which recorded a 5.3% decrease in sales in 2020, selling 125,129 units. In 2019, the sales gap between the two German performance brands was a mere 3,700 units but BMW M's lead had now grown to 19,089 units.

What M models contributed to the success?

BMW's M SUVs, namely the X5 M and X6 M played a role in the M division's sales success in 2021.

High demand for the BMW X5 M and X6 M played a significant role in the growth of the M brand as did the M2 CS. The South African allocation (20 units) of the M2 CS was recently auctioned off and 10 more units are on the way. It's worth noting that South Africa is one of the biggest markets for M cars globally.

The new BMW M3 and BMW M4 boosted sales even further, despite the new polarising grille design that continues to both enchant and divide consumers. BMW M3 and M4 sales are expected to increase globally as these new models become available in more markets worldwide in 2021 - the new M3 and M4 is launching SA in the first half of 2021.

In fact, the expectation is that the M3 and M4 will outsell the previous F80 and F82 generations respectively. Other key growth markets for BMW M include USA, China, Russia, Korea, Italy and the UK.

As for 2021 and beyond, BMW M will look to launch the M5 CS in January 2021, followed by the M3 Sedan in March. Later in the year, a four-wheel-drive M xDrive derivative will be added to the M3 and M4 range and an M4 Convertible will also be revealed. An M3 Touring is also currently in development.

This article was originally published on [Cars.co.za](https://www.cars.co.za).

For more, visit: <https://www.bizcommunity.com>