

Media Information
8 May 2012

BMW Group posts record sales for April

145,505 vehicles sold in April, an increase of 6.1%

Most successful first four months ever with 571,040 units sold

Robertson: Well on course to achieve record year in 2012

Munich. The BMW Group continued on its successful course as the world's leading premium car company once again in April with an increase of 6.1% in sales. A total of 145,505 (prev. yr. 137,195) BMW, MINI and Rolls-Royce brand automobiles were sold worldwide last month. Over the past four months the number of deliveries climbed 9.8% to a new record of 571,040 vehicles (prev. yr. 519,958).

"Following on from the best first quarter in the company's history, we have just reported our most successful April sales ever. We are well on course to achieving a record year in 2012. We are clearly benefitting from a very attractive product line-up which is finding success with customers right across the globe. This momentum will continue as we add new vehicles throughout the year, such as the BMW 6 Series Gran Coupé in June", said Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, in Munich on Tuesday.

The BMW Group made strong gains in nearly all regions and in many markets in the month under review. Sales continued to grow dynamically in Asia with 39,770 vehicles delivered (prev. yr. 31,803/ +25.1%). China accounted for 27,197 deliveries, an increase of 30.8% over the same month last year (prev. yr. 20,800) in China. Sales were solid across America with 32,705 vehicles delivered in April (prev. yr. 31,491/ +3.9%). In the U.S., 26,793 vehicles were delivered in April which reflects an increase of +6.1% over the same month last year (prev. yr. 25,247).

In Europe, sales remained at last year's level with 68,033 vehicles sold (prev. yr. 69,409/ -2.0%). Several markets in northern and central Europe attained healthy growth in April, for example the Netherlands (2,100/ +29.0%), France (5,150/ +9.2%) and Austria (2,057/ +9.4%). In Germany, a total of 27,192 new BMW and MINI vehicles were registered in April, an increase of +6.2% over last year (prev. yr. 25,600). The BMW brand accounted for

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23,420 registrations (prev. yr. 21,866/ +7.1%) and MINI for 3,772 registrations (prev. yr. 3,734/ +1.0%).

BMW: Worldwide sales of BMW brand vehicles climbed to 121,476 (prev. yr. 113,090 / +7.4%) in the month under review. The brand has delivered a total of 478,030 (prev. yr. 434,270) vehicles to customers worldwide since the start of the year – an increase of 10.1%. At the end of April, the BMW 1 Series, the X1, the BMW 3 Series Sedan and Convertible, the BMW 5 Series, the BMW X5 and the BMW 6 Series were all leaders in their segments. Demand for the BMW 1 Series 5-door Hatch remains strong with 14,551 vehicles delivered in April, an increase of 68.3% over the same month last year. The BMW 3 Series Sedan also reported strong gains in April with a total of 24,006 vehicles delivered to customers, an increase of 26.3% compared to last year (prev. yr. 19,010). Sales of the BMW X3 continued to climb, with 12,229 units sold in April, an increase of 23.5% over the previous year (9,903). Growth was further driven by the BMW 6 Series which was delivered to 1,561 customers worldwide in April (prev. yr. 702/ +122.4%).

MINI: With 23,789 vehicles delivered in April, worldwide sales for MINI remained at last year's level (prev. yr. 23,839/ -0.2%). In the month under review, MINI achieved strong growth in several European countries such as France (1,569/ +22.2%) and Italy (1,652/ +13.9%), however there was lower demand in southern European countries such as Spain and Portugal. The brand also experienced dynamic growth in Asia, such as in Japan (1,353/ +32.4%), China (1,905/ +36.1%) and Korea (450/ +50.0%). The new MINI Roadster has had an excellent start with nearly 2000 units (1,976) already delivered to customers since its launch at the end of February. Year-to-date, MINI sales are up +8.6% with 92,000 units compared to 84,699 in the first four months of 2011.

Motorcycles: In the first four months of 2012, BMW Motorrad sold 37,461 (prev. yr. 36,181) vehicles. This represents a growth of 3.5% compared to the same period in 2011. A total of 13,088 (prev. yr. 13,072 / +0.1%) BMW Motorrad vehicles were delivered to customers in April.

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Husqvarna delivered 918 (prev. yr. 603 / +52.2%) motorcycles last month to its dealer network. Year to date, deliveries grew +40.0% to 3,560 motorcycles compared with the first four months of 2011 (prev. yr. 2,543).

BMW Group sales in/up to April 2012 at a glance

	In April 2012	Comp. to previous year	Up to/incl. April 2012	Comp. to previous year
BMW Group Automobiles	145,505	+6.1%	571,040	+9.8%
BMW	121,476	+7.4%	478,030	+10.1%
MINI	23,789	-0.2%	92,000	+8.6%
BMW Motorrad	13,088	+0.1%	37,461	+3.5%
Husqvarna Motorcycles	918	+52.2%	3,560	+40.0%

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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