

Media Information
7 August 2012

BMW Group reports record sales in July

Over one million vehicles sold since start of year

Robertson: Further gains expected in coming months

Munich. After achieving record sales in the first half of 2012, the BMW Group reported its best-ever sales result for July. With a total of 135,537 (prev. yr. 129,102) BMW, MINI and Rolls-Royce brand vehicles delivered worldwide last month, the company increased its sales by 5.0% compared to the previous year. It was also the first time in the company's history that over one million vehicles had been delivered in the first seven months. From January to July the number of deliveries climbed 7.6% to 1,036,088 vehicles (prev. yr. 962,493).

Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, said in Munich on Tuesday: "The BMW Group continued on its successful course in July and we are confident that we will continue to make solid gains throughout the second half of the year. Our new vehicles have been very well-received – the luxurious BMW 6 Series Gran Coupé has had an excellent start - and we are confident that the new BMW 7 Series and X1 which are launched this month will provide for further success."

Markets:

In the first seven months of the year, the BMW Group made strong gains in Asia, with sales climbing by 25.0% to 274,058 vehicles (prev. yr. 219,204). In the month under review, sales increased by 20.8% to 36,128 vehicles (prev. yr. 29,950). Several key markets in Asia experienced strong double digit growth last month including Japan (3,909/ +13.8%), Korea (3,164/ +27.8%) and China. Mainland China accounted for 23,092 deliveries in July, an increase of 22.5% over the same month in the previous year (18,858). Year-to-date, 182,048 BMW and MINI vehicles have been sold in Mainland China (prev. yr. 140,472) which reflects an increase of 29.6%. The new BMW 3 Series Long Wheelbase and the BMW X1 are expected to provide for further robust growth in China in the second half of the year.

In Europe, sales of BMW Group vehicles remained stable in July with 60,855 units delivered

Media Information

Date 7 August 2012

Subject **BMW Group reports record sales in July**

Page 2

(prev. yr. 62,350/ -2.4%). In the first seven months, BMW Group sales remained at last year's level, with a total of 497,932 vehicles delivered (prev. yr. 499,749/ -0.4%). The new BMW 3 Series Touring, which accounts for two thirds of BMW 3 Series registrations in the German home market, is expected to bring further momentum to European markets with its launch in September.

BMW Group sales in the Americas grew by +3.4% in July, with 33,076 vehicles delivered (prev. yr. 31,975). In the first seven months, 227,696 vehicles were delivered to customers in the Americas, which reflects an increase of +8.0% on the previous year (210,876). The BMW Group in the U.S. (BMW and MINI combined) reported July sales of 27,152 vehicles, an increase of 4.0% from the 26,120 vehicles sold in the same month a year ago. Year-to-date, the BMW Group is up 9.5% on sales of 185,715 in the first seven months of 2012 compared to 169,641 in the same period in 2011. The arrival of the new BMW 3 Series with xDrive, as well as the BMW X1 in September are expected to provide for stronger momentum in the U.S. in the second half of the year.

The BMW Group achieved robust double-digit growth in many of its markets, including: Russia (2,989/ +16.8%); Middle East (1,598/ +31.3%) and South Africa (2,500/ +18.9%).

BMW:

Worldwide sales of BMW brand vehicles climbed to 113,253 units (prev. yr. 108,728/ +4.2%) in the month under review. A total of 860,327 BMW brand vehicles (prev. yr. 798,612) have been delivered to customers worldwide since the start of the year – an increase of +7.7%. One of the growth drivers in the first seven months was the BMW 1 Series 5-door Hatch with 103,160 units sold, an increase of 56.9% over the same period last year (prev. yr. 65,728). The 3-door version of the BMW 1 Series Hatch, offered for the first time with xDrive, will be available as of next month. Sales of the BMW 3 Series Sedan climbed +12.6% from January to the end of July, with 155,809 vehicles delivered (prev. yr. 138,326). Demand for the BMW X3 continued to be strong, with sales climbing 33.4% to 84,394 vehicles year-to-date (prev. yr. 63,283). Sales of the BMW 5 Series Sedan also remained strong in the first seven months with 160,912 units delivered (prev. yr. 147,508/

Media Information

Date 7 August 2012

Subject **BMW Group reports record sales in July**

Page 3

+9.1%) The BMW 6 Series reaffirmed its position as segment leader with 12,435 vehicles sold year-to-date (prev. yr. 4,098/ +203.4%). Sales were boosted by the new BMW 6 Series Gran Coupé which was delivered to 1,462 customers since its launch in June.

MINI:

MINI reported its best July ever, with worldwide sales climbing 9.6% to 22,083 vehicles in the month under review (prev. yr 20,154). In its largest market, the U.S., MINI achieved strong growth with sales of 5,855 cars, an increase of 24.3 percent from the 4,711 sold in July 2011. MINI also reported dynamic growth in many Asian markets last month, including Mainland China, where sales climbed by +31.6% to 1,392 vehicles (prev. yr. 1,058). The MINI Countryman continued to perform well, with sales increasing in July by 15.5% to 7,718 vehicles (prev. yr. 6,684). Year-to-date, MINI sales are up +7.3% to 173,960 units compared to 162,069 in the first seven months of 2011.

Motorcycles: From January up to and including July 2012, BMW Motorrad supplied 69,329 (prev. yr: 71,634 units / -3.2%) motorcycles and maxi scooters to its customers. Of this figure, 10,140 (prev. yr: 11,054 units / -8.3%) vehicles fell within the month of July. For Husqvarna Motorcycles, the number of factory supplies as of July was 5,729 vehicles (prev. yr: 4,394 units / +30.4%). In July, 494 vehicles (prev. yr: 864 units / -42.8%) were supplied to the Husqvarna dealer network.

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

	In July 2012	Comp. to previous year	Up to/incl. July 2012	Comp. to previous year
BMW Group Automobiles	135,537	+5.0%	1,036,088	+7.6%
BMW	113,253	+4.2%	860,327	+7.7%
MINI	22,083	+9.6%	173,960	+7.3%
BMW Motorrad	10,140	-8.3	69,329	-3.2%
Husqvarna Motorcycles	494	-42.8	5,729	+30.4

Media Information

Date 7 August 2012

Subject **BMW Group reports record sales in July**

Page 4

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 29 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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