

Media Information  
10 January 2013

## **BMW Group posts highest sales ever in 2012**

1,845,186 BMW Group vehicles sold, an increase of 10.6%

Record year for all three brands

BMW Group aims for further growth in sales in 2013

**Munich.** The BMW Group achieved its highest ever sales result in 2012, with a total of 1,845,186 BMW, MINI and Rolls-Royce vehicles delivered worldwide. This was an increase of 10.6% over the previous record year in 2011 (1,668,982). All three brands posted record sales for the whole year and the company strengthened its position as the leading provider of premium vehicles worldwide. The BMW Group finished the year on a strong note with 181,571 vehicles sold in December, 14.8% higher than in the same month last year (prev. yr. 158,125).

“2012 was a very successful year for us. The BMW Group achieved its best ever sales result for the second year in a row and expanded its lead in the premium segment. Our success can be attributed to our attractive model portfolio, the strength of our premium brands, as well as a strategy of balanced sales across all continents,” said Ian Robertson, Member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW. He continued “We enter the new year with positive momentum and despite the prevailing headwinds in some markets, we aim to achieve another record year in sales in 2013. This year marks the beginning of a new era for the BMW Group, as we launch the all-electric BMW i3 towards the end of the year.”

**BMW** sales rose 11.6% in 2012 to reach a total of 1,540,085 vehicles, the best sales level in the history of the brand (prev. yr. 1,380,384). In December, a total of 152,286 vehicles were delivered – an increase of 18.8% (prev. yr. 128,182). One of the frontrunners in terms of growth was the highly successful BMW 1 Series, with a total of 226,829 vehicles sold in 2012, an increase of 28.6% over the previous year (176,418). The BMW X1 also continued to report strong gains in 2012 with a total of 147,776 vehicles sold (+16.9%; prev. yr. 126,429). The BMW 3 Series Sedan claimed the position of segment leader with 294,039 vehicles delivered, an increase of 22.4% over last year (240,278). Sales of the BMW 3 Series rose by 5.8% to a total of 406,752 vehicles (prev. yr. 384,464). Demand for the BMW

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X3 remained high with sales climbing 27.1% to 149,853 units sold last year (prev. yr. 117,944). The BMW 5 Series solidified its position as segment leader, with a total of 337,929 vehicles delivered to customers in 2012 (+9.0%; prev. yr. 310,050). Strong gains were also achieved by the BMW 6 Series, with 23,193 vehicles delivered to customers (+146.8; prev. yr. 9,396).

**MINI, Rolls-Royce and BMW Motorrad achieved record sales in 2012.**

Harald Krueger, Member of the Board of Management of BMW AG, MINI, Motorrad, Rolls-Royce, Aftersales BMW Group stated, "The sales records for MINI, Rolls-Royce and BMW Motorrad show that our products and services are fit for the future in the face of increasingly challenging market conditions, owing to the strength of the brands, fascinating technology and a globally balanced distribution strategy."

Global sales for **MINI** reached a new milestone by climbing to a record 301,526 vehicles in 2012 (+5.8%; prev. yr. 285,060). In December, sales remained around last year's level with 28,751 vehicles sold (-2.4%; prev. yr. 29,467). The MINI Countryman recorded double-digit growth, with a total of 102,250 deliveries in 2012 (+14.8%; prev. yr. 89,036). Further momentum for the brand is expected with the launch of the MINI Paceman in spring this year. The U.S. remains the largest market for MINI, with a record-breaking 66,123 cars sold last year, followed by the U.K. with 50,367.

**Rolls-Royce** remains the clear market leader in the ultra-luxury-class segment. Sales for the full year 2012 reached a record sales result of 3,575 motor cars, the highest annual sales in the 108-year history of Rolls-Royce and the third consecutive record. Rolls-Royce also reported 534 deliveries in December (+12%). Demand for all Phantom and Ghost variants was strong. Phantom Series II was unveiled in March at the Geneva Motor Show to worldwide acclaim and production has been increased at the company's Goodwood manufacturing plant to cope with customer demand. Bespoke sales in 2012 reached record levels.

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With a total of 106,358 motorcycles (+2.0%; prev. yr. 104,286), **BMW Motorrad** delivered more vehicles in 2012 than ever before in its nearly 90-year history. In December, 6,069 Motorcycles were delivered worldwide, which reflects an increase of 43.4% over the same month in 2011 (4,232). Husqvarna delivered 10,751 motorcycles in 2012 (+15.8%; prev. yr. 9,286). December accounted for 1,267 deliveries (-4.7%; 1,330).

The BMW Group underlined its strategy of a balanced distribution of sales worldwide by achieving growth on all continents in 2012. Despite the challenges in Europe, the BMW Group increased sales of its vehicles in its largest sales region to 864,812 last year (+0.8%; prev. yr. 857,792). In the region, the company achieved its best ever sales in the U.K. with a total of 174,215 vehicles (prev. yr. 167,108; +4.3%) and BMW once again claimed the title of number one premium brand in the market. BMW Group sales in the dynamic market of Russia climbed by 33.1% to a record 40,144 vehicles (prev. yr. 30,167).

In Asia, BMW Group sales soared by 31.6% last year to 491,512 vehicles (prev. yr. 373,613). Mainland China accounted for 326,444 deliveries of BMW and MINI vehicles, an increase of 40.4% over the previous year (232,586). The BMW Group posted double digit growth in several other Asian markets including South Korea (33,500; +22.3%), Middle East (21,314; +14.2%) and Japan (56,607; +18.9%).

In the Americas, the BMW Group also achieved double-digit gains in 2012 with 424,379 vehicles delivered, an increase of 11.9% on the previous year (379,332). In the U.S., BMW Group sales climbed by 13.8% to 347,583 units (prev. yr. 305,418) and BMW once again claimed the title of number one premium brand in the U.S.

Sales on the continent of Africa climbed by 14.5% in 2012 to 37,649 units (prev. yr. 32,890) and the region of Oceania increased sales by 8.0% to 23,000 vehicles (prev. yr. 21,297).

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**BMW Group sales in/up to December 2012 at a glance**

	In Dec 2012	Comp. to prev. yr.	Up to/incl. Dec 2012	Comp. to prev. year
BMW Group Automobiles	181,571	+14.8%	1,845,186	+10.6%
BMW	152,286	+18.8%	1,540,085	+11.6%
MINI	28,751	-2.4%	301,526	+5.8%
Rolls-Royce	534	+12.0%	3,575	+1.0%
BMW Motorrad	6,069	+43.4%	106,358	+2.0%
Husqvarna Motorcycles	1,267	-4.7%	10,751	+15.8%

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**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 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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 eight years.

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