

Media Information
11 November 2013

BMW Group sales reach all-time high in October

Global deliveries climb 5.2% to 165,851 vehicles

Record sales for first ten months

Munich. Worldwide demand for BMW Group vehicles continues to develop positively. The company reported record monthly sales once again in October. With 165,851 (prev. yr.: 157,621) BMW, MINI and Rolls-Royce vehicles delivered worldwide, sales were 5.2% higher than in the same month last year. Between January and October 2013, sales increased by 7.3% to reach a new all-time high of 1,602,018 vehicles (prev. yr.: 1,493,154).

Ian Robertson, Member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW: "We remain on track with a new all-time high in sales in October and in the first ten months, despite the continued headwinds in some European markets. We are confident that sales will continue to develop positively until the end of the year and we will continue to strive for profitable growth. The BMW Group maintains its position as the leading manufacturer of premium vehicles worldwide."

BMW brand sales climbed 5.4% to 140,057 vehicles in October (prev. yr.: 132,826). In the first ten months of the year, BMW delivered 1,349,642 vehicles, an increase of 8.6% (prev. yr.: 1,242,819).

A total of 131,343 BMW X1 vehicles were delivered to customers from January to October 2013, an increase of 12.6% over the previous year (116,608). More than 500,000 BMW X1 vehicles have been sold since its market launch in late 2009. The BMW X3 also continued its successful course, with a 6.0% increase in sales to the end of October, to reach a total of 127,730 vehicles (prev. yr.: 120,502). Around a million of these highly-successful models have been delivered since the first generation was introduced in January 2004.

The BMW 3 Series remains an important growth driver, with a substantial increase in sales of 26.1% to 408,217 (prev. yr.: 323,755) vehicles in the period under review.

Around 600,000 customers have purchased a BMW 3 Series since the market launch of the sixth generation in February 2012.

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Sales of the BMW 5 Series, which, like the BMW 1 Series, 3 Series, 6 Series and 7 Series, is the market leader in its segment, rose by 3.2% to 301,164 units (prev. yr.: 291,820). The BMW 6 Series also reported strong gains, with an increase in sales of 21.6% to 22,764 vehicles (prev. yr.: 18,720).

MINI reported an all-time sales high of 25,420 vehicles worldwide in October (prev. yr.: 24,483/ +3.8%) and a new record for the first ten months of the year, despite persistent market challenges in Europe: MINI sold 249,702 cars worldwide (prev. yr.: 247,697/ +0.8%) during this period.

At **BMW Motorrad**, retail sales climbed 10.3% in October to 8,376 units (prev. yr.: 7,596). A total of 101,530 motorcycles and maxi scooters were delivered to customers between January and October (prev. yr.: 93,540/ +8.5%).

The **BMW Group** reported sales growth in nearly all of its markets in the first ten months of the year.

In Europe, BMW Group sales to the end of October remained at the same level as last year, with a total of 711,918 vehicles delivered (prev. yr.: 711,199/ +0.1%).

In Asia, sales for the first ten months climbed 17.7% to 469,434 vehicles (prev. yr.: 398,869). In Mainland China, the company increased retail sales by 20.0% year-on-year with 317,822 deliveries (264,884). Year-to-date, the BMW Group also reported strong gains in other Asian markets, including Japan (51,091/ +12.0%) and South Korea (32,641/ +18.8%).

In the Americas, the BMW Group sold 366,661 vehicles from January to October, an increase of 11.1% over the previous year (330,042). Over the same period, the company delivered a total of 295,474 vehicles to customers in the U.S. (prev. yr.: 267,267/ +10.6%).

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BMW Group sales in/up to October 2013 at a glance

	In October 2013	Comp. to previous year	Up to/incl. Oc- tober 2013	Comp. to pre- vious year
BMW Group Automobiles	165,851	+5.2%	1,602,018	+7.3%
BMW	140,057	+5.4%	1,349,642	+8.6%
MINI	25,420	+3.8%	249,702	+0.8%
BMW Motorrad	8,376	+10.3%	101,530	+8.5%

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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