

Media Information
13 January 2014

BMW Group posts record sales for 2013

Deliveries climb 6.4% to 1,963,798 units

New all-time highs for BMW, MINI and Rolls-Royce brands

BMW Group expects further growth in sales in 2014

Munich. The BMW Group sold more vehicles in 2013 than ever before in the company's history. A total of 1,963,798 BMW, MINI and Rolls-Royce vehicles were delivered worldwide, an increase of 6.4% from the previous record year of 2012 (1,845,186). All three brands reported record deliveries for 2013 and the company strengthened its position as the world's leading manufacturer of premium vehicles. The BMW Group finished the year strongly, with a total of 186,786 vehicles sold in December, an increase of 2.9% over the same month last year (181,571 units).

Ian Robertson, Member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW: "The BMW Group posted record sales once again in 2013 and is clearly the number one in the premium segment. Our success can be attributed to our attractive and innovative models, the strength of our premium brands and our strategy of balanced sales across all continents. Despite the prevailing headwinds in many markets, we aim to increase sales and make 2014 another record year."

BMW sales rose 7.5% in 2013 to reach 1,655,138 vehicles, an all-time high for the brand (prev. yr.: 1,540,085). BMW also achieved its best-ever sales for the month of December, with a total of 155,835 vehicles delivered – an increase of 2.3% over the previous year (152,286). One of the main success factors in 2013 was the BMW 3 Series, with a 23% increase in sales to 500,314 units (prev. yr.: 406,752). The BMW 3 Series Sedan remains segment leader with 348,540 vehicles delivered (prev. yr.: 294,039 / +18.5%). The BMW X1 also reported strong gains in 2013, with a total of 161,353 vehicles sold (prev. yr.: 147,776 / +9.2%). Demand for the BMW X3 remained high, with sales climbing 5.0% to 157,298 units (prev. yr.: 149,853). The BMW 5 Series also strengthened its position as segment leader, with a total of 366,992 automobiles sold in 2013 (prev. yr.: 359,016 / +2.2%). Significant gains were also recorded by the BMW 6 Series, with 27,687 vehicles delivered to customers (prev. yr.: 23,193 / +19.4%).

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MINI, Rolls-Royce and BMW Motorrad with record sales in 2013

Peter Schwarzenbauer, Member of the Board of Management of BMW AG, MINI, Motorrad, Rolls-Royce and Aftersales BMW Group stated, "Global demand for our MINI, Rolls-Royce and BMW Motorrad models remains strong. We were able to deliver another record year in sales in 2013, thanks to exciting technology and our globally balanced distribution strategy."

MINI sales climbed to a record 305,030 vehicles in 2013 (prev. yr.: 301,526 / +1.2%); December sales were 5.9% higher year-on-year, with a total of 30,455 units delivered (prev. yr.:28,751). The U.S. remains the largest market for MINI, with a record 66,502 cars sold last year, followed by the U.K. with 53,507 vehicles.

Rolls-Royce delivered 3,630 cars to customers in 2013 (prev. yr.: 3,575 / +1.5%), its fourth consecutive record year and the highest in the brand's 110-year history. Demand for all Phantom and Ghost variants was strong and bespoke sales reached record levels in 2013. The company's new model, Wraith, was unveiled in March at the Geneva Motor Show to worldwide acclaim and already has a strong order book. The first customer cars were delivered during the fourth quarter.

With a total of 115,215 motorcycles (prev. yr. 106,358 / +8.3%), **BMW Motorrad** delivered more vehicles in 2013 than ever before in its 90-year history. In December, 6,343 motorcycles were sold worldwide, an increase of 4.5% over the same month in 2012 (6,069).

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The BMW Group continued its strategy of a balanced distribution of sales worldwide in 2013. Despite challenging economic conditions in many European markets, the BMW Group was able to maintain volumes in its largest sales region at the same level as last year, with 858,990 units delivered (prev. yr.: 864,812/ -0.7%). The company achieved its best-ever sales in the U.K. with a total of 188,837 vehicles sold (prev. yr.: 174,215/ +8.4%). BMW Group sales in the dynamic Russian market also climbed by 11.8% to a record 44,871 vehicles (prev. yr.: 40,144).

In Asia, BMW Group sales rose by 17.3% last year to 576,616 vehicles (prev. yr. 491,512). Mainland China accounted for 390,713 deliveries of BMW and MINI vehicles, an increase of 19.7% over the previous year (326,444). The BMW Group posted double-digit growth in many other Asian markets, including South Korea (+18.1% / 39,558), Japan (+13.4% / 64,216) and the Middle East (+15.4% / 24,596).

In the Americas, the BMW Group recorded strong gains in 2013, with 462,891 vehicles delivered. This represents an increase of 9.1% over the previous year (424,379). In the U.S., BMW Group sales climbed by 8.1% to 375,782 units (prev. yr.: 347,583). The BMW Group also reported particularly robust growth in Brazil in 2013 (+ 69.5% / 17,011 units).

Sales on the African continent were 5.7% lower than the previous year, with a total of 35,489 vehicles delivered to customers (prev. yr.: 37,649); the region of Oceania increased sales by 12.8% to 25,939 units (prev. yr.: 23,000).

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

	In Dec. 2013	Comp. to prev. year	Up to/incl. Dec. 2013	Comp. to prev. year
BMW Group Automobiles	186,786	+2.9%	1,963,798	+6.4%
BMW	155,835	+2.3%	1,655,138	+7.5%
MINI	30,455	+5.9%	305,030	+1.2%
Rolls-Royce	496	-7.1%	3,630	+1.5%
BMW Motorrad	6,343	+4.5%	115,215	+8.3%

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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 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. As of 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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