

Media Information
11 March 2014**Embargo 9:00 a.m. CET****BMW Group posts record sales for February**

Total of 141,093 vehicles delivered in February, increase of 5.6%
Year-to-date sales increase 6.6% to 273,999

Munich. With 141,093 BMW, MINI and Rolls-Royce brand vehicles delivered worldwide (prev. yr. 133,631/ +5.6%), the BMW Group achieved its best-ever February sales result. A record number of 273,999 (prev. yr. 256,933) automobiles have been delivered to customers since the start of the year – an increase of 6.6% compared with the same period last year.

“February was another record month for us,” said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. “The innovative new models coming out this year, such as the 2 Series Active Tourer and 4 Series Gran Coupé we just premiered to great reviews at the Geneva Motor Show, will give us the momentum to keep growing in 2014.” Robertson added.

BMW enjoyed its best ever February: 124,839 BMW brand vehicles were delivered to customers, an increase of 8.6% (prev. yr. 114,909). Year-to-date sales rose 8.9% with 242,017 BMW brand vehicles delivered compared with the same period last year (222,211). Demand for the BMW X3 was high in the first two months of 2014 with a total of 23,980 vehicles delivered to customers (prev. yr. 20,767/ +15.5%). The BMW 5 series was another significant growth driver with sales rising 11.4% to 55,758 (prev. yr. 50,057).

February saw 15,975 **MINI**s delivered to customers (prev. yr. 18,527/ -13.8%). The sales slow-down is due to the model change-over with the new MINI, which will go on sale from mid-March. Sales of the MINI Clubman remain strong: in the first two months of the year, a total of 2,532 vehicles were delivered to customers, an increase of 22.5% on the same period last year (2,067).

The BMW Group maintained or increased sales in almost all regions in February, in line with the corporate strategy of balanced growth worldwide. Deliveries of BMW and MINI models in Asia increased by 22.8% to 45,292 vehicles (prev. yr. 36,879). Sales for the

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region in the first two months of 2014 rose 20.2% to 96,133 (prev. yr. 79,993). In mainland China, sales in February rose 29.1% with 30,281 deliveries (prev. yr. 23,449). Japan also saw growth of 29.1% with 5,622 vehicles delivered to customers (prev. yr. 4,355) and in South Korea 3,435 BMW and MINI vehicles were delivered in February, an increase of 17.3% (prev. yr. 2,928).

In the Americas, a total of 30,490 BMW and MINI vehicles were delivered to customers in February (prev. yr. 30,902/ -1.3%). Sales for the year-to-date rose 1.0% to 56,467 models delivered (prev. yr. 55,923). In the USA, sales for the first two months of 2014 remained stable, with a total of 45,272 deliveries (prev. yr. 45,808/ -1.2%) compared with the same period last year. Sales in Brazil for the year-to-date increased by an impressive 54.0% to 2,420 (prev. yr. 1,571) and deliveries in Mexico in the first two months of 2014 rose by 14.3% to 2,194 (prev. yr. 1,920).

The continuing headwinds in Europe continue to make themselves felt with 60,321 BMW and MINI models delivered in February (prev. yr. 61,253/ -1.5%). Sales for the first two months of 2014 are on a par with the previous year with a total of 111,654 deliveries (prev. yr. 111,870/ -0.2%). Sales in Scandinavia continue to grow significantly, increasing 15.2% compared with the first two months of last year with a total of 6,551 vehicles delivered in the year to date (prev. yr. 5,499).

BMW Motorrad sales in February increased by 18.3% compared with the same month last year (8,098 / prev. yr. 6,847) with a total of 13,536 motorcycles delivered worldwide in the first two months of the year (prev. yr. 11,665/ +16.0%).

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BMW Group sales in February 2014 at a glance

	In February 2014	Compared with previous year	Up to/including February 2014	Compared with previous year
BMW Group Automobiles	141,093	+5.6%	273,999	+6.6%
BMW	124,839	+8.6%	242,017	+8.9%
MINI	15,975	-13.8%	31,485	-8.4%
BMW Motorrad	8,098	+18.3%	13,536	+16.0%

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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 € 7.82 billion on revenues amounting to € 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 based 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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