

Media Information  
10 September 2014

## **BMW Group sales continue to grow in August**

145,902 vehicles sold worldwide in August, up 4.5%  
Year-to-date sales total 1,330,077, rise of 6.7%

**Munich.** The BMW Group saw its most successful August ever with 145,902 vehicles delivered to customers around the world (prev. yr. 139,650 / +4.5%). Sales for the first eight months of the year are also higher than in any previous year with a total of 1,330,077 BMW, MINI and Rolls-Royce vehicles sold, an increase of 6.7% over the same period in 2013 (prev. yr. 1,246,502).

“Our worldwide sales continue to grow, with August maintaining the upward trend,” said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW, in Munich today. “Whilst external factors continue to influence some markets, all three major sales regions are delivering more vehicles than ever before this year and we remain confident that we will hit our target of breaking the 2 million mark in 2014.”

In August, worldwide sales of **BMW** brand vehicles increased by 6.2%, with a total of 126,152 vehicles delivered to customers (prev. yr. 118,744). Year-to-date sales climbed 9.5%, totaling 1,151,904 units for the first eight months of the year (prev. yr. 1,051,567). Growth is spread across many segments. In the year-to-date, 305,612 BMW 3 Series vehicles have been delivered to customers, an increase of 5.0% on the same period last year (291,110). Sales of the new BMW 4 Series, which was launched in 2013, total 67,375 units delivered to customers worldwide this year. BMW 5 Series sales grew 5.4% in the first eight months of the year, with a total of 250,924 delivered to customers (prev. yr. 238,016). Sales of the BMW X family continue to rise with deliveries of the BMW X3 increasing 3.8% to 103,876 so far this year (prev. yr. 100,037). The new BMW X4, which has been on sale since July, has been delivered to 3,640 customers already and the BMW X5 saw sales soar 33.1% to 90,633 units in the first eight months of the year (prev. yr. 68,087). Deliveries of the BMW i3 for the year-to-date total 8,401.

Sales of **MINI** brand vehicles decreased in August with a total of 19,504 delivered to customers worldwide (prev. yr. 20,654 / -5.6%). Sales for the year-to-date, which have been affected by the MINI Hatch model-change, are down 9.0% on the same period last year (175,658 / prev. yr. 192,968).

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All three major sales regions saw an increase in deliveries for the BMW Group in the first eight months of the year.

Sales in Asia rose 5.4% in August (51,243 / prev. yr. 48,621) and a total of 424,837 BMW and MINI vehicles have been delivered to customers in the region in the first eight months of the year, an increase of 15.6% on the same period last year (367,442). Sales in Mainland China continue to demonstrate significant growth, climbing 19.9% in the year-to-date (298,752 / prev. yr. 249,160). In the same period, sales in South Korea rose to total 29,562, up 14.3% on last year (25,863).

Sales in the Americas are also up on last year, with a total of 39,537 vehicles delivered in August (prev. yr. 37,672 / +5.0%). Sales in the region for the first eight months of the year have risen 3.8% to 299,195 units (prev. yr. 288,189). In the USA, deliveries of BMW and MINI vehicles totalled 245,974 in the year-to-date, an increase of 5.4% on the same period last year (233,326). Sales in Mexico this year show solid growth of 6.3% (9,278 / prev. yr. 8,725).

BMW Group sales in Europe in August increased 2.7% with a total of 49,534 BMW and MINI vehicles delivered to customers in the region (prev. yr. 48,219). In the period January through August, European sales have risen 2.8% (563,246 / prev. yr. 548,121). Almost all markets in the region posted a growth in sales for the year-to-date; strong growth was achieved in Spain, where a total of 25,321 vehicles were delivered to customers (prev. yr. 22,932 / +10.4%) and in Scandinavia, where sales rose 11.5% to 27,275 (prev. yr. 24,462).

**BMW Motorrad** increased sales by 7.6% to 90,226 (prev. yr. 83,890) motorcycles and maxi-scooters since the start of the year. In August, 7,587 vehicles were sold (prev. yr. 7,708 / -1.6%).

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**BMW Group sales in/up to August 2014 at a glance**

	<b>In August 2014</b>	<b>Comp. to previous year</b>	<b>Up to/incl. August 2014</b>	<b>Comp. to previous year</b>
<b>BMW Group Automobiles</b>	145,902	+4.5%	1,330,077	+6.7%
<b>BMW</b>	126,152	+6.2%	1,151,904	+9.5%
<b>MINI</b>	19,504	-5.6%	175,658	-9.0%
<b>BMW Motorrad</b>	7,587	-1.6%	90,226	+7.6%

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Email: [presse@bmw.de](mailto:presse@bmw.de)**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. 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 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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