

Media Information
10 October 2014

BMW Group sales growth continues in September

September sales up 5.3% with 199,799 vehicles delivered to customers
First three quarters see sales rise 6.5% to 1,529,880 vehicles
Over 10,000 BMW i3s sold in the year-to-date

Munich. Overall sales of BMW, MINI and Rolls-Royce vehicles have continued to grow, making it the BMW Group's best ever September. A total of 199,799 vehicles were delivered to customers, an increase of 5.3% on the same month last year (189,664). The first three quarters of 2014 were also the most successful in the company's history. A total of 1,529,880 vehicles have been sold in the year-to-date, up 6.5% compared to the same period last year (prev. yr. 1,436,166).

"As in the first three quarters overall, we've had a record September with growth in Europe, Asia and the Americas. This increase in sales comes despite external factors continuing to influence a few individual markets," said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. "BMW i can celebrate several milestones this month: more than 10,000 BMW i3s have been delivered to customers this year and 341 BMW i8 customers have received delivery of their cars since sales began in the summer. The other new models we have launched in the last 12 months are also selling well and we are confident that the BMW 2 Series Active Tourer, which went on sale in September, will further boost sales. It's the most dynamic vehicle in its segment and will bring new customers to the BMW brand."

September saw worldwide sales of **BMW** brand vehicles grow by 6.1% to total 167,584 vehicles (prev. yr. 158,017). Global sales of the brand in the first three quarters of 2014 rose 9.1% on the same period last year with 1,319,492 vehicles delivered to customers (prev. yr. 1,209,584).

Steady sales growth has been seen across many segments in the first nine months of the year. Sales of the BMW 2 Series Convertible and Coupé total 19,941. The BMW 3 Series saw sales increase 3.7% in the year-to-date (349,930 / prev. yr. 337,544). A total of 81,876 BMW 4 Series vehicles have been delivered to customers this year and the BMW 5 Series

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has achieved a sales increase of 2.8% in the first three quarters of the year (278,479 / prev. yr. 270,904). The new BMW X5 also continues to enjoy a significant increase in customer interest with sales up 34.2% so far this year (104,997 / prev. yr. 78,247). BMW i sales total 10,540 for the year to date with 10,199 BMW i3s and 341 BMW i8s having been delivered to customers.

September saw **MINI** brand sales increase compared to the same month last year with a total of 31,871 vehicles delivered to customers (prev. yr. 31,314 / +1.8%). "MINI has achieved its best-ever September which means we remain on course to equal last year's annual sales," said Peter Schwarzenbauer, Member of the Board of Management of BMW AG, responsible for MINI, BMW Motorrad, Rolls-Royce Motor Cars and Aftersales. Deliveries of the new generation MINI that was launched in spring this year jumped 18.2% in September (15,337 / prev. yr. 12,977). The year-to-date sales figures for the MINI brand overall are down 7.5% due to the model change (207,529 / prev. yr. 224,282).

Rolls-Royce Motor Cars remains on target for another record year in 2014. The keys to 2,859 Rolls-Royce Phantom, Ghost and Wraith models were handed to customers in the nine-month period from January to September (prev. yr. 2,300 / +24.3%). Rolls-Royce continues to see strong customer demand across all models, including significant orders for the luxury manufacturer's latest model, Ghost Series II, with first customer cars due to be delivered in Q4 2014.

The upward trend also continues at **BMW Motorrad**, where a total of 9,991 motorcycles and maxi-scooters (prev. yr. 9,264 / +7.8%) were delivered to customers in September. Sales for the year-to-date are up 7.6%, totaling 100,217 (prev. yr. 93,154). This is the first ever year BMW Motorrad has sold more than 100,000 motorcycles and maxi-scooters in the first three quarters of the year.

The BMW Group achieved an increase in sales in all major sales regions in September; this ongoing positive trend is reflected in the figures for the first three quarters of the year.

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Sales of BMW and MINI brand vehicles in Asia totaled 56,429 in September, an increase of 4.5% on the same month last year (prev. yr. 54,014). Year-to-date sales in the region are up 14.2% compared to the same period in 2013, with a total of 481,266 BMWs and MINIs delivered to customers (prev. yr. 421,456). The first three quarters of the year saw sales in Mainland China increase 17.9% (335,863 / prev. yr. 284,964) whilst sales in South Korea also posted double-digit growth, up 13.8% in the same period (33,476 / prev. yr. 29,409).

Increased sales have also been achieved in the Americas, where a total of 37,882 BMW and MINI brand vehicles were delivered to customers in September (prev. yr. 36,889 / +2.7%). This steady increase in sales in the region is reflected in the year-to-date figures, which are up 3.7% on the same period last year (337,077 / prev. yr. 325,078). The USA has been the region's main growth driver in the first three quarters with sales totaling 275,779 (prev. yr. 262,200 / +5.2%). Sales in Mexico are also growing steadily, up 5.8% in the year-to-date (10,613 / prev. yr. 10,028).

Deliveries of BMW and MINI vehicles in Europe also reached a new high for September with a total of 99,585 units sold (prev. yr. 93,062 / +7.0%). Sales in the region for the first three quarters of 2014 increased by a total of 3.4% (662,836 / prev. yr. 641,183). Almost all markets have seen sales grow in the year-to-date. Customer deliveries in Scandinavia have climbed 11.6% with a total of 30,630 BMWs and MINIs sold so far this year (prev. yr. 27,455). The markets in southern Europe also continue to recover with sales in several countries seeing growth. Deliveries in Spain, for example, are up 11.9% compared with the same period last year (28,393 / prev. yr. 25,374).

The Middle East region continues to be an important growth driver for the BMW Group this year, with the total number of BMWs and MINIs delivered to customers climbing 21.0% to 22,786 in the year-to-date (prev. yr. 18,835). Sales in the region in September were up 20.6%, totaling 2,340 (prev. yr. 1,941).

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BMW Group sales in/up to September 2014 at a glance

	In Sept. 2014	Comp. to previous year	Up to/incl. Sept. 2014	Comp. to previous year
BMW Group Automobiles	199,799	+5.3%	1,529,880	+6.5%
BMW	167,584	+6.1%	1,319,492	+9.1%
MINI	31,871	+1.8%	207,529	-7.5%
Rolls-Royce Motor Cars	344	+3.3%	2,859	+24.3%
BMW Motorrad	9,991	+7.8%	100,217	+7.6%

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Email: 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 30 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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