

Media Information  
11 November 2014

## **BMW Group October sales achieve new high**

Global sales increase 11.1% with 184,297 deliveries worldwide

Year-to-date deliveries up 7.0% to 1,714,197 vehicles

Almost 13,000 BMW i vehicles sold in first ten months

**Munich.** Demand for BMW Group vehicles increased in October with global sales for the month higher than ever before. A total of 184,297 BMW, MINI and Rolls-Royce vehicles were delivered worldwide (prev. yr. 165,854 / +11.1%). In the first ten months of the year, BMW Group sales rose 7.0%, totalling 1,714,197 vehicles (prev. yr. 1,602,020).

Ian Robertson, Member of the Board of Management of BMW AG responsible for Sales and Marketing BMW said, "We are seeing good sales development across the model range and all sales regions have recorded positive growth in October. This record month means we are well on track to achieve our target of selling more than two million vehicles by the end of the year."

Sales of **BMW** brand vehicles climbed 10.8% to total 155,120 vehicles in October, a new high for the month (prev. yr. 140,060). The brand also achieved a new record for the first ten months of the year with 1,474,632 vehicles delivered to customers, an increase of 9.3% on the same period last year (1,349,644).

The BMW 2 Series Active Tourer, which only went on sale at the end of September, has been delivered to a total of 3,011 customers. Sales of the BMW 3 Series continue to grow, increasing 3.4% in the year-to-date (391,449 / prev. yr. 378,440). The recently introduced BMW 4 Series vehicles have been delivered to 92,760 customers worldwide so far this year and the BMW X4 has achieved sales totalling 11,416 since it came onto the market in July. Sales of the BMW 5 Series show steady growth, up 2.8% compared to the first ten months of last year (309,563 / prev. yr. 301,180). Deliveries of the extremely popular BMW X5 continue to show very strong growth, up 37.9% in the year-to-date (117,418 / prev. yr. 85,150).

Sales of BMW i vehicles continued to grow in October. The month saw 1,985 BMW i3s delivered worldwide, taking the year-to-date total to 12,184. A total of 419 BMW i8s were handed over to customers in October (year-to-date: 760). That brings the total of BMW i vehicles sold this year to just under 13,000.

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**MINI** brand achieved its best October sales ever. A total of 28,834 vehicles were delivered to customers worldwide, an increase of 13.4% compared to the same month last year (25,420). Sales of the all-new third-generation core MINI three-door model leapt 53.7% compared to last October (15,920 / prev. yr. 10,361). Year-to-date MINI sales still reflect the model change earlier this year; deliveries total 236,363, down 5.3% on the first ten months of last year (249,702).

**BMW Motorrad** sales reached a new all-time high of 109,052 units in the first ten months of the year. This marks an increase of 7.4% compared to the previous year (101,530). In October, 8,835 motorcycles and maxi-scooters were delivered to customers (prev. yr. 8,376 / +5.5%).

Deliveries of BMW Group vehicles have increased in all sales regions in October.

Sales of BMW and MINI brand vehicles in Europe rose to a total of 78,483 in October, up 11% on the same month last year (70,737). October saw double-digit sales growth in several European markets. For example, sales in France were up 24.9%, with a total of 6,550 BMW and MINI brand vehicles delivered to customers (prev. yr. 5,244). Customer deliveries in Italy totalled 6,004, a rise of 20.4% compared to the same month last year (4,986). Deliveries for the first ten months of the year are up 4.1% in the region, totalling 741,340 (prev. yr. 711,920).

Asia also recorded strong sales growth for October; deliveries in the region totalled 56,010, an increase of 16.7% on the previous year (47,978). Sales in South Korea jumped 37.8% in October (4,454 / prev. yr. 3,232) and China reported a 20.3% increase in deliveries compared to the same month last year (39,512 / prev. yr. 32,858). Year-to-date sales in the region climbed 14.5% with a total of 537,276 BMW and MINI brand vehicles delivered to customers (prev. yr. 469,434).

The Americas achieved sales growth of 5.5% in October; 43,889 BMW and MINI brand vehicles were delivered to customers in the region (prev. yr. 41,583). In October, North

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America was the region's main growth driver with sales in the USA up 7.9% (35,902 / prev. yr. 33,274) while Canada recorded an increase in sales of 6.5% (3,758 / prev. yr. 3,527). The first ten months of the year also saw positive growth, with sales across the Americas totalling 380,966 (prev. yr. 366,661 / +3.9%).

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

	<b>In October 2014</b>	<b>Comp. to previous year</b>	<b>Up to/incl. October 2014</b>	<b>Comp. to previous year</b>
<b>BMW Group Automobiles</b>	184,297	+11.1%	1,714,197	+7.0%
<b>BMW</b>	155,120	+10.8%	1,474,632	+9.3%
<b>MINI</b>	28,834	+13.4%	236,363	-5.3%
<b>BMW Motorrad</b>	8,835	+5.5%	109,052	+7.4%

If you have any queries, please contact:

**Corporate Communications**

Emma Begley, Business and Finance Communications, [emma.begley@bmwgroup.com](mailto:emma.begley@bmwgroup.com)  
Telephone: +49 89 382-72200, Fax: +49 89 382-24418

Nikolai Glies, Head of Business and Finance Communications, [nikolai.glies@bmw.de](mailto:nikolai.glies@bmw.de)  
Telephone: +49 89 382-24544, Fax: +49 89 382-24418

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
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 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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