

Media Information  
10 December 2014

## **BMW Group achieves new sales record in November**

Worldwide sales up 7.6% with 188,342 deliveries

Year-to-date deliveries increase 7.1% to total 1,902,699

MINI achieves new record for November, up 16.7% to 29,018

Robertson: Confident of record high for the whole year

**Munich.** November saw global demand for BMW Group vehicles increase to a new record high. Worldwide, a total of 188,342 BMW, MINI and Rolls-Royce vehicles were delivered (prev. yr. 174,992 / +7.6%). In the first eleven months of the year, sales of BMW Group vehicles totalled 1,902,699, an increase of 7.1% on the same period last year (prev. yr. 1,777,012).

Ian Robertson, Member of the Board of Management of BMW AG responsible for Sales and Marketing BMW said, "November continues the sales growth we have seen throughout the year. Our new models have made a very good start, while our core models continue to record a steady increase in sales. We can now be confident of achieving our target of selling over two million vehicles by the end of the year, a new record for the BMW Group."

Deliveries of **BMW** brand vehicles increased 6.2% to total 158,953 vehicles in November, marking a new record for the month (prev. yr. 149,659). Year-to-date sales for the brand also reached a new high with 1,633,722 vehicles delivered to customers, an increase of 9.0% on the same period last year (1,499,303).

After only two full months on sale, the BMW 2 Series Active Tourer has been delivered to 6,918 customers. The BMW 4 Series models have achieved sales totalling 104,910 so far this year and 16,204 customers worldwide have taken delivery of the BMW X4 since it came onto the market in July. The brand's longer-established core models also show steady growth in sales. The BMW 3 Series has increased sales by 2.8% in the year-to-date (432,064 / prev. yr. 420,401). Sales of the BMW 5 Series are up 2.5% compared to the first 11 months of last year (340,423 / prev. yr. 332,274). Meanwhile deliveries of the BMW X5 continue to show strong double-digit growth, up 34.7% in the year-to-date (131,425 / prev. yr. 97,574).

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Sales of the innovative BMW i vehicles this year total almost 15,000. Global deliveries of the BMW i3 stand at 13,849 while the BMW i8 has been handed over to 1,129 customers in total since it went on sale in the summer.

November saw the **MINI** brand reach a new high for the month. Global deliveries totalled 29,018, an increase of 16.7% compared to the same month last year (24,873). The all-new third-generation core MINI three-door model saw sales increase 26.3% compared to November last year (13,248 / prev. yr. 10,488) whilst the newly launched MINI five-door model achieved total sales of 4,033 in the month. The model change earlier this year continues to affect the brand's year-to-date figures; deliveries total 265,404, down 3.3% on the first 11 months of last year (274,575).

**BMW Motorrad** sales continue to develop positively. A total of 7,411 motorcycles and maxi-scooters were delivered to customers in November (prev. yr. 7,342 / +0.9%). In the year-to-date, BMW Motorrad sales total 116,463, an increase of 7.0% on the same period last year (108,872).

In all regions, sales of BMW Group vehicles have increased compared to the first eleven months of last year.

BMW and MINI brand vehicle deliveries in Europe rose to a total of 80,550 in November, up 11.1% on the same month last year (72,473). Deliveries for the first eleven months of the year are up 4.8% in the region, totalling 822,050 (prev. yr. 784,393). Sales growth is spread across Europe with many markets showing sustained, steady development. For example, BMW and MINI registrations in the UK, the BMW Group's fourth biggest market, total 182,922 for the year-to-date, an increase of 6.3% on the same period last year (prev. yr. 172,035), while sales in November are up 20.1% (16,998 / prev. yr. 14,151). Sales of BMW and MINI vehicles in France grew 6.1% in the first eleven months of the year to total 60,371 (prev. yr. 56,922).

Strong growth was also recorded in Asia in November; deliveries in the region increased 9.9% to total 57,825 (prev. yr. 52,636). Year-to-date sales in the region are up 14.0%

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with a total of 595,101 BMW and MINI brand vehicles delivered to customers (prev. yr. 522,070). In South Korea, sales for the year so far have increased 17.2% (42,430 / prev. yr. 36,193) and Mainland China reported a 17.2% rise in deliveries over the same period (415,209 / prev. yr. 354,153).

Sales in the Americas are on the same level as last November; 44,065 BMW and MINI brand vehicles were delivered to customers in the region (prev. yr. 44,353 / -0.6%). The first eleven months of the year have seen positive growth, with sales across the region totalling 425,031 (prev. yr. 411,014 / +3.4%). In the year-to-date, deliveries in the USA are up 4.8% (347,709 / prev. yr. 331,801) compared to the same period last year while Mexico recorded an increase in sales of 4.9% (13,268 / prev. yr. 12,648).

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

	<b>In November 2014</b>	<b>Comp. to pre- vious year</b>	<b>Up to/incl. November 2014</b>	<b>Comp. to previous year</b>
<b>BMW Group Automobiles</b>	188,342	+7.6%	1,902,699	+7.1%
<b>BMW</b>	158,953	+6.2%	1,633,722	+9.0%
<b>MINI</b>	29,018	+16.7%	265,404	-3.3%
<b>BMW Motorrad</b>	7,411	+0.9%	116,463	+7.0%

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**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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