

Media Information
12 January 2015

BMW Group looks forward to continued growth in 2015

BMW, MINI and Rolls-Royce confident of increased sales
15 new models will support growth strategy

Detroit/Munich. Following a fourth consecutive record year of sales in 2014, the BMW Group is confident that 2015 will see further sales growth. The company delivered more than two million vehicles to customers last year with a total of 2,117,965 BMW, MINI and Rolls-Royce vehicles sold, more than ever before in the Group's history (prev. yr. 1,963,798 / +7.9%).

"With the launch of 15 new models planned for the year, we are confident that 2015 will see the momentum we've generated in the last years continue and that we will increase sales in all major sales regions, despite ongoing volatility in some markets", said Ian Robertson, Member of the Board of Management of BMW AG responsible for Sales and Marketing BMW, at the Detroit Motor Show.

"In Europe overall, sales should continue to recover, especially in those southern European markets which are starting from a fairly low level", Robertson continued. "The market in the USA had a strong year in 2014 and we believe it will continue to grow. Asia is also set to deliver further sales increases."

Peter Schwarzenbauer, Member of the Board of Management of BMW AG responsible for MINI, BMW Motorrad and Rolls-Royce said in Munich on Monday, "Following last year's model change of our core MINI 3 door model and the introduction of the new MINI 5 door, MINI had its best ever fourth quarter in 2014. We take that momentum into the new year. The average age of our model range in 2015 is around 2.5 years – that's the youngest we've had for a long time – and we'll be introducing the new MINI Clubman later this year. I'm confident that MINI sales will set a new record in 2015. The same goes for Rolls-Royce. With over 4,000 units delivered in 2014, the marque set a new sales record and I believe that success will be built on further this year. BMW Motorrad sold more maxi-scooters and motorcycles in 2015 than ever before. We are launching five new Motorrad models this year – they will ensure we keep the momentum of the last years going."

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2014 was the best year ever for the **BMW** brand. Deliveries of BMW vehicles totalled 1,811,719, an increase of 9.5% on the previous year (1,655,138). Sales in December also achieved a new high, up 14.2% on the same month last year (177,954 / prev. yr. 155,835).

In its first full year on the market, the BMW 2 Series Coupé has been delivered to a total of 27,933 customers while 13,091 customers have taken delivery of the 2 Series Active Tourer during the three months it has been on sale. Sales of the segment-leading BMW 3 Series were up on last year, totalling 476,792 (prev. yr. 467,672 / +2.0%). Deliveries of the BMW 4 Series models totalled 119,580 in 2014. The BMW 5 Series, which also leads its segment globally, saw sales increase 1.7% this year, with a total of 373,053 delivered to customers worldwide (prev. yr. 366,992). The BMW X4, which went on sale in July, has been delivered to 21,688 customers while the new third-generation of the BMW X5 has increased sales by 37.4% compared to last year (147,381 / prev. yr. 107,231).

Around 17,800 customers have taken delivery of an innovative BMW i vehicle in 2014. Global deliveries of the BMW i3 total 16,052; nearly three-quarters of those sales occurred in the second half of the year, following the vehicle's late-spring market launch in several major markets including the USA. The keys to a total of 1,741 BMW i8s have been handed over to customers since it went on sale in the summer.

Despite the change in the core **MINI** model this year, annual sales remained around last year's record level with a total of 302,183 vehicles delivered to customers (prev. yr. 305,030 / -0.9%). MINI has had its best ever December with sales up 20.7% compared to the same month in 2013 (36,773 / prev. yr. 30,455). In December, sales of the 3 door MINI were up 33.9% (16,418 / prev. yr. 12,262) while a total of 6,954 customers took delivery of a new 5 door MINI in the last month of 2014. The MINI Countryman saw sales grow 5.0% across the year (106,995 / prev. yr. 101,897) while deliveries of the MINI Paceman totalled 15,567 in 2014, an increase of 6.0% (prev. yr. 14,687).

Rolls-Royce Motor Cars announced record sales results for a fifth consecutive year, with 4,063 units (prev. yr. 3,630 / +11.9%) sold globally during 2014, more than ever be-

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fore in the brand's 111-year history. Strong sales were reported worldwide, with double-digit increases in most regions. This exceptional growth means that deliveries have more than quadrupled since 2009. Sales were driven by strong orders for Ghost Series II, launched in November, and Wraith, which enjoyed its first full year of sales, while the Phantom remains the company's pinnacle product.

BMW Motorrad has achieved a fourth successive sales record, selling 123,495 motor-cycles and maxi-scooters in 2014, an increase of 7.2% (prev. yr. 115,215). In December, 7,032 vehicles were sold, 10.9% more than in the same month last year (6,343).

The BMW Group achieved growth in all major sales regions in 2014

In Europe, a total of 913,803 BMW and MINI brand vehicles were delivered to customers (prev. yr. 858,990 / +6.4%). All European markets have experienced growth in 2014. The BMW Group's home market, Germany, saw sales increase 1.7% across the year with 273,433 new vehicles registered (prev. yr. 268,838). Sales in the region's second biggest market, Great Britain, grew 8.4% in 2014 (204,749 / prev. yr. 188,837) while a total of 67,449 BMW and MINI vehicles were delivered in France, an increase of 5.3% (prev. yr. 64,082).

Sales of BMW and MINI vehicles in Asia grew by 13.8% in 2014 with sales totalling 656,395 (prev. yr. 576,616). This level of sales growth was reflected in the December figures – deliveries in the last month of the year totalled 61,295 (prev. yr. 54,546 / +12.4%). The year saw sales in Mainland China grow by 16.7%, with a total of 455,979 BMW and MINI vehicles delivered to customers (prev. yr. 390,713). Strong sales growth was also experienced in South Korea, where 46,400 customer deliveries were made, an increase of 17.3% on the previous year (39,558).

Sales growth of 3.9% was recorded at year-end in the Americas (481,056 / prev. yr. 462,891). The USA was the region's main growth driver in 2014, annual sales there were up 5.3% to total 395,850 (prev. yr. 375,782). Canada also saw positive growth of 1.2% (38,188 / prev. yr. 37,723) while sales in Mexico increased by 6.5% compared to the previous year (14,902 / prev. yr. 13,992).

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Double-digit growth was recorded in the Middle East region with a total of 30,148 BMW and MINI vehicles sold in 2014, an increase of 22.6% compared to the previous year (24,596). December sales in the region were up 30.4% with a total of 2,511 vehicles delivered to customers in the last month of the year (prev. yr. 1,926).

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

	In December 2014	Comp. To pre- vious year	Up to/incl. December 2014	Comp. To previous year
BMW Group Automobiles	215,217	+15.2%	2,117,965	+7.9%
BMW	177,954	+14.2%	1,811,719	+9.5%
MINI	36,773	+20.7%	302,183	-0.9%
Rolls-Royce	490	-1.2%	4,063	+11.9%
BMW Motorrad	7,032	+10.9%	123,495	+7.2%

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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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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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