

Media Information
09 July 2015

BMW Group achieves steady sales growth in June

Record monthly and year-to-date sales figures

June deliveries total 208,813, up 8.0%

Over one million vehicles sold in first half-year, up 7.8%

MINI monthly and year-to-date sales up by more than 25%

All sales regions globally report increase in sales

Munich. BMW Group sales continue to grow with 208,813 BMW, MINI and Rolls-Royce brand vehicles delivered to customers in June, an increase of 8.0% compared with the same month last year and a new record for the month. The company achieved its best-ever first half-year sales, up 7.8% to total 1,099,748.

“We are pleased with the growth achieved in the first half of 2015,” said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. “Despite headwinds in some markets, we are seeing overall growth all around the world in Europe, Asia and the Americas. The innovative new cars we have premiered recently are coming fully onto the market and I am confident they – and the further new models we plan to bring out – will ensure this sustainable rate of growth continues into the second half of the year,” Robertson added.

The **BMW** brand achieved a sales increase of 5.0% in June with a total of 172,437 vehicles delivered to customers. Year-to-date sales rose 5.1% to 932,041.

Sales of the recently refreshed BMW 1 Series rose 2.8% in June with a total of 17,271 units delivered to customers around the world. The new BMW 2 Series continues to grow its sales with 14,514 units sold last month. The 4 Series, which went on sale in 2014, has seen an increase in sales of 42.1% compared to the same month last year – a total of 16,693 were delivered to customers in June. As the global trend for SUVs continues, the BMW X family remains a significant growth driver for the brand. A total of 4,910 customers took delivery of a BMW X4 in June while sales of the BMW X5 were up 33.8% to total 17,520 and deliveries of the BMW X6 climbed 49.9% to 5,009.

Sales of BMW i vehicles are up more than 65% on the same time last year, totalling 2,071 for the month. In the first half of this year, 12,562 customers took delivery of a BMW i vehicle.

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The **MINI** brand has achieved its best-ever first half-year with 165,938 MINIs delivered to customers, an increase of 25.8% on the same period last year. Sales in June were up 25.4% to total 36,025. "With strong double-digit growth, MINI has had a flying start to 2015," said Peter Schwarzenbauer, Member of the Board of Management BMW AG, responsible for MINI, Rolls-Royce and BMW Motorrad. "We'll continue this momentum into the second half of the year and expect that the new MINI Clubman we premiered in June, which will be on the market from October, will bring us even more new customers. With our recently announced strategic and visual re-alignment of the brand, we'll build on the MINI success story and achieve a new record year for MINI," Schwarzenbauer added.

Global sales of the 3 door MINI grew by 33.0% in the first six months of the year, with customer deliveries totalling 62,599. The new 5 door MINI was handed over to a total of 44,943 customers worldwide in the same period. Sales of the MINI Cabrio are up 3.3% compared with the first half of last year with a total of 9,148 units sold.

The BMW Group once again achieved an increase in sales in all regions globally, in line with its strategy of seeking growth balanced around the world.

In **Asia**, deliveries of BMW and MINI models increased by 4.5% in the first half of 2015 with a total of 336,344 vehicles handed over to customers in the region. Sales in Mainland China for the year-to-date grew 2.5% compared with the same period last year; 230,601 vehicles have been sold in China so far in 2015. South Korea continues to be a growth driver in the region with total sales in the first six months of 26,158, up 19.1% on last year. Japan also recorded double-digit growth – sales there were up 10.7% to total 33,876 units in the year-to-date.

2015 continues to be a good year in the **Americas** with year-to-date BMW and MINI sales in the region totalling 241,798, an increase of 9.5% compared to the same period last year. In the USA, sales in the first six months of 2015 rose 9.6%, with a total of 198,883 vehicles delivered to customers. Canada reported double-digit growth of 16.6% (20,395) in the year-to-date as did Mexico, where sales are up 19.0% so far this year (8,093).

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The first half of 2015 has also seen success in **Europe**, where a total of 488,098 BMW and MINI vehicles have been delivered in the first six months, an increase of 9.4%. Great Britain, the company's fourth biggest market, achieved a sales increase of 15.2% so far this year (110,659) while France posted positive sales growth of 22.6% (38,650). Sales in Italy are up 8.5% (35,974).

Rolls-Royce Motor Cars announced its second-best half-year sales volume performance in the history of the company, with 1,769 units delivered to customers (-10.1%). Sales figures for the Goodwood-based brand were adversely affected by the significant slowdown in the luxury sector in China, which had a negative effect on trading results. Sales in the rest of the world were in line with expectations and the company's planning cycle.

BMW Motorrad's global sales continued to grow in June with a total of 15,490 motorcycles and maxi-scooters delivered to customers in the month (+31.0%). Deliveries for the first half-year total 78,418, an increase of 10.5% compared with the same period last year. Both monthly and year-to-date figures set new sales records for BMW Motorrad.

BMW Group sales in/up to June 2015 at a glance

	In June 2015	Compared with previous year	Up to/including June 2015	Compared with previous year
BMW Group Automobiles	208,813	+8.0%	1,099,748	+7.8%
BMW	172,437	+5.0%	932,041	+5.1%
MINI	36,025	+25.4%	165,938	+25.8%
Rolls-Royce	351	-10.0%	1,769	-10.1%
BMW Motorrad	15,490	+31.0%	78,418	+10.5%

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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 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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