

Media Information
12 August 2015

BMW Group deliveries higher than ever in July

Sales increase 5.6% in July to total 173,195

Year-to-date deliveries total 1,272,953, up 7.5%

BMW brand delivers over 1 million vehicles in first seven months

Strong momentum in Europe: 9.7% growth in year-to-date

Munich. Sales of BMW, MINI and Rolls-Royce brand vehicles totalled 173,195 in July, a new high for the month and an increase of 5.6% compared with the same period last year. A new record was also achieved for the first seven months of the year with a total of 1,272,953 vehicles delivered to customers, an increase of 7.5%.

“Despite the volatility we are seeing on some markets, the BMW Group continues to show steady sales growth around the world,” said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. “With our outstanding brands, we are seeing strong momentum in Europe and buoyant markets in the NAFTA region and much of Asia, so I remain confident that the positive sales development we have achieved so far this year will continue through the rest of 2015,” he continued.

In July, **BMW** brand deliveries increased by 5.8% to total 147,513. Sales for the year-to-date climbed 5.2% to 1,079,563.

Sales of the BMW 1 Series were up 5.6% compared with the same month last year – a total of 14,275 customers took delivery of the recently refreshed compact cars. The new BMW 2 Series continues to sell strongly with a total of 14,580 delivered worldwide in July. The BMW X family continues to drive sales growth with deliveries of the BMW X5 totalling 14,938, an increase of 32.7% compared with July last year. A year after it was launched, the BMW X4 was delivered to a total of 4,102 customers in July while 3,648 customers took delivery of a BMW X6, up 71.5% on the same month last year.

A total of 2,221 BMW i vehicles were delivered to customers in July, an increase of 79.4% year-on-year. In the first seven months of the year, 14,784 units were sold around the world.

Media Information

Date 12 August 2015

Subject **BMW Group deliveries higher than ever in July**

Page 2

A total of 25,416 **MINI**s were delivered to customers around the world in July, an increase of 4.8%. Year-to-date sales climbed 22.5% to total 191,355. Sales of the 3 door MINI grew by 24.0% in the first seven months of the year (73,226) while the new 5 door MINI was delivered to 51,666 customers worldwide in the same period.

In line with its strategy of balanced global sales, deliveries of BMW Group vehicles rose in all regions.

In **Asia**, deliveries of BMW and MINI vehicles in the year-to-date total 389,015, an increase of 4.1%. Sales in Mainland China for the first seven months of the year are slightly up on last years' already extremely high level, increasing a further 1.3% to total 265,215. Meanwhile deliveries in Japan climbed 11.7% in the year-to-date (38,603) with sales in South Korea for the same period also seeing a double-digit increase, up 22.2% to total 31,453.

Solid sales growth continues in the **Americas**, where a total of 281,432 BMW and MINI vehicles have been delivered to customers so far this year, an increase of 8.4%. In the USA, sales in the first seven months of 2015 rose 8.1% with a total of 231,044 vehicles sold. Sales in Canada over the same period rose 13.4% (23,785) while deliveries in Mexico climbed 19.8% (9,557).

Sales in **Europe** increased 9.7% compared with the first seven months of last year, with 563,670 BMW and MINI vehicles delivered to customers. The region's biggest growth driver continues to be Great Britain, where sales grew 15.3% in the year-to-date (124,935). France is another market showing sustained growth this year – sales so far in 2015 are up 20.2% to total 44,017. BMW and MINI sales in southern Europe are also showing significant growth with Spain achieving a 17.0% increase (27,152).

BMW Motorrad's global sales continued to grow in July with a total of 14,168 motorcycles and maxi-scooters delivered to customers (+21.5%). Deliveries for the first seven months total 92,586, an increase of 12.0% compared with the same period last year. Both monthly and year-to-date figures set new sales records for BMW Motorrad.

Media Information

Date 12 August 2015

Subject **BMW Group deliveries higher than ever in July**

Page 3

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

	In July 2015	Compared with previous year	Up to/including July 2015	Compared with previous year
BMW Group Automobiles	173,195	+5.6%	1,272,953	+7.5%
BMW	147,513	+5.8%	1,079,563	+5.2%
MINI	25,416	+4.8%	191,355	+22.5%
BMW Motorrad	14,168	+21.5%	92,586	+12.0%

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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 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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