

Media Information  
10 December 2015

## **BMW Group sales achieve new high in November**

Sales up 4.9% to total 197,480

Over 2 million vehicles delivered so far in 2015

Year-to-date increase of 6.9%

BMW i sales top 25,000 worldwide

Monthly sales of MINI 5 door double year-on-year

**Munich.** The BMW Group has achieved new record sales for November with a total of 197,480 (+4.9%) vehicles delivered to customers worldwide. This brings the total number of vehicles sold by the company so far in 2015 to 2,033,948 (+6.9%). It's the first time the company has sold over 2 million vehicles by this stage in the year.

"The steady sales growth we've shown throughout the year so far reflects the great new products we currently have on the market," commented Dr Ian Robertson, member of the board of management of BMW AG responsible for sales and marketing BMW. "From the BMW 2 Series Active Tourer to the BMW X6 and the BMW i3, we are seeing a very positive customer response to a wide range of products, resulting in sustained sales momentum," continued Robertson.

Sales of **BMW** brand vehicles in November were 5.6% higher than in the same month last year, with a total of 167,853 vehicles delivered to customers. In the year-to-date, 1,728,553 BMW vehicles were sold around the world, an increase of 5.8% on the same period last year.

Products throughout the BMW range achieved sales growth. Monthly deliveries of the BMW 2 Series Active Tourer, for example, are 55.8% up on November last year (6,088) while sales of the BMW 4 Series Gran Coupé are 36.7% higher than the same month last year (5,997). The BMW X Family continues to be a strong growth driver with sales of BMW X3 climbing 22.8% in November (14,115) while monthly sales of the BMW X6 more than doubled to total 4,209.

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In the year-to-date, a total of 21,052 BMW i3s have been delivered to customers worldwide, with 2,194 of those sales made in November, an increase of 32.2% on the same month last year. So far this year, 4,549 BMW i8s have been handed over to customers, making the BMW i total for the year-to-date 25,601.

November was a record month for the **MINI** brand with sales totalling 29,271, just above the extremely high sales result achieved in November last year (+0.9%). MINI sales for the year-to-date are also higher than ever, with a total of 302,091 delivered to customers so far in 2015 (+13.8%). Monthly sales of the 5 door MINI are more than twice what they were in November last year, with a total of 8,510 delivered to customers worldwide.

In line with the company's policy of striving for balanced sales around the world, sales growth was achieved in all regions in November.

Steady sales growth continues in **Europe**, where deliveries were up 6.8% in November (85,999); the year-to-date figure for the region is 9.7% higher than the same period last year (902,223). In Germany, the BMW Group's home market, sales increased 5.7% in November, with a total of 24,056 new BMW and MINIs registered. Sales in southern Europe are showing sustained growth with deliveries in Italy, for example, up 15.8% in November to total 7,036 while sales in Spain increased 18.6% to a total of 4,227 vehicles.

In the **Americas**, sales of BMW and MINI vehicles rose by 2.5% compared with November last year (45,169), whilst year-to-date sales in the region are up 5.3% (447,445). Deliveries to customers in the company's second biggest market, the USA, were 1.2% up on November last year, totalling 36,447. In Canada, deliveries rose 19.4% compared with the same month last year (4,111) while monthly sales in Mexico increased by 22.5% to total 1,654.

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Sales of BMW and MINI vehicles also increased in **Asia**, where deliveries in November were up 4.7% compared with the same month last year (60,547). So far this year, a total of 621,671 BMW and MINIs have been sold in the region, an increase of 4.5%. Monthly sales in Mainland China totalled 41,090 (+3.2%).

Sales in the Middle East region climbed 34.2% compared with November last year, with a total of 3,271 vehicles delivered to customers.

Deliveries at **BMW Motorrad** also continued to grow in November. A total of 7,844 units were sold in the month, an increase of 5.8% compared with the same month last year. In the year-to-date, 129,466 customers worldwide have taken delivery of a BMW Motorrad vehicle, an increase of 11.2%.

**BMW Group sales in/up to November 2015 at a glance**

|                              | In November<br>2015 | Compared with<br>previous year | Up to/including<br>November 2015 | Compared with<br>previous year |
|------------------------------|---------------------|--------------------------------|----------------------------------|--------------------------------|
| <b>BMW Group Automobiles</b> | 197,480             | +4.9%                          | 2,033,948                        | +6.9%                          |
| <b>BMW</b>                   | 167,853             | +5.6%                          | 1,728,553                        | +5.8%                          |
| <b>MINI</b>                  | 29,271              | +0.9%                          | 302,091                          | +13.8%                         |
| <b>BMW Motorrad</b>          | 7,844               | +5.8%                          | 129,466                          | +11.2%                         |

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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 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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