

Media Information
11 November 2016

BMW Group sales continue to grow through October

Worldwide 196,002 vehicles delivered, up 2.3%

Year-to-date sales rise 5.8%: 1,942,642 vehicles sold

BMW year-to-date deliveries up 5.5% to 1,646,743

MINI sales up 7.3% in first ten months: 292,823 delivered

100,000th electrified BMW delivered since launch of BMW i

Munich. Sales of BMW Group vehicles were higher than ever before in October, with total sales of 196,002 units, an increase of 2.3% on the same month last year. This result brings the year-to-date sales total to 1,942,642, an increase of 5.8% compared with the first ten months of last year.

“All the BMW Group’s premium brands have contributed to this latest set of record sales results and I am confident this will continue as we head towards year-end,” said Dr Ian Robertson, Member of the BMW AG Board of Management with responsibility for Sales and Marketing BMW. “We’ve just seen the sale of our 100,000th electrified vehicle, underlining our success in the increasingly important electro-mobility segment,” he continued. “Our strategy of flexible, global sales enabled us to offset headwinds in some markets by strengthening sales in other regions, ensuring that profit can remain our focus worldwide.”

In the first ten months of the year, 1,646,743 **BMW** brand vehicles were sold around the world, 5.5% more than in the same period last year. In October, a total of 166,805 BMW brand vehicles were delivered to customers, an increase of 1.1% year-on-year. The global trend towards SUVs continues to be reflected in strong sales growth within the BMW X family. October sales of the BMW X1 more than doubled year-on-year with a total of 21,072 sold around the world (+139.1%); monthly sales of the BMW X3 increased by 5.1% to total 12,533 units while X5 sales rose by 4.9% (14,203). A year after it was launched, the brand’s flagship BMW 7 Series achieved sales growth of 79.0% in October, with a total of 5,664 delivered to customers worldwide. In the first ten months of the year, BMW 7 Series sales totalled 47,416 (+67.2%), making this sixth generation the most successful 7 Series ever in the year following launch.

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With sales of electrified models building significantly, October's impressive BMW i and BMW iPerformance sales (5,952 units) led to an important milestone for electro-mobility at the BMW Group, with the 100,000th electrified BMW delivered to a customer at the very start of November. Almost half of those 100,000 sales have been made just this year, with a total of 47,286 BMW i and BMW iPerformance models sold in the first ten months of 2016. "Our sustained efforts in the field of electro-mobility are paying off," commented Dr Ian Robertson. "BMW i and BMW iPerformance offer customers the largest range of electric drive trains across all segments and BMW i continues its role as the spearhead of innovation at the BMW Group, enabling technologies which can be applied across our entire model range," he continued.

Sales of **MINI** brand vehicles increased by 8.9% in October with a total of 28,746 delivered to customers worldwide. The premium brand's two most recent models continue to be the biggest growth drivers. A total of 5,411 customers took delivery of a MINI Clubman in October, with year-to-date sales totalling 49,218 units worldwide. October sales of the MINI Convertible totalled 2,152 (+159.6%); sales of this model in the first ten months of the year totalled 25,144 (+92.0%).

Combined monthly sales of BMW and MINI in **Europe** totalled 90,574 in October, up 6.4% compared with the same month last year. Year-to-date sales in the region are up 10.0%, with a total of 897,493 vehicles delivered. All markets in the region have contributed to this year's strong growth with many achieving double-digit increases including Italy (68,282 / +18.0%), Spain (45,141 / +19.9%) and Scandinavia (43,433 / +14.4%).

Sales of BMW and MINI vehicles in **Asia** also saw strong growth last month with a total of 63,006 vehicles delivered to customers in October (+6.6%). In the first ten months of the year, a total of 611,020 BMW and MINI vehicles were sold in Asia, an increase of 8.9% compared with the same period last year. The region's biggest

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market, Mainland China, achieved a 10.2% increase compared with the first ten months of last year, with a total of 423,330 vehicles sold so far in 2016. Year-to-date sales in many other markets in the region also show strong growth: Japan (60,484 / +9.1%) and South Korea (49,016 / +10.0%) are just two examples.

Sales of BMW and MINI in the **Americas** decreased 11.6% in October compared with the same month last year: a total of 36,743 vehicles were delivered to customers in the region. Year-to-date sales of BMW and MINI vehicles in the region total 373,822, which is down 7.1% compared with the same period last year. While year-to-date sales are up in Canada (37,373 / +7.0%) and Mexico (27,858 / +14.0%), the exceptionally competitive market in the USA has seen deliveries decrease by 9.6% (297,015).

This year continues to be the strongest ever for **BMW Motorrad**, with sales for October totalling 10,974, up 19.1% compared with the same month last year. Year-to-date sales rose by 4.4% with a total of 127,018 motorcycles and maxi-scooters delivered to customers in the first ten months of the year.

BMW Group sales in / ytd October 2016 at a glance

	In October 2016	Compared with previous year	YTD 10/2016	Compared with previous year
BMW Group Automotive	196,002	+2.3%	1,942,642	+5.8%
BMW	166,805	+1.1%	1,646,743	+5.5%
MINI	28,746	+8.9%	292,823	+7.3%
BMW Motorrad	10,974	+19.1%	127,018	+4.4%

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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