

Media Information  
12 December 2016

## **BMW Group sales achieve record November**

Worldwide 209,743 vehicles delivered, up 6.2%

Year-to-date sales increase 5.8%: 2,152,393 vehicles sold

BMW year-to-date deliveries up 5.6% to 1,824,490

MINI sales climb 7.4% in first eleven months: 324,417 delivered

55,000 electrified BMWs sold in year-to-date

**Munich.** Sales of BMW Group vehicles achieved a new record for November with total sales of 209,743 units, an increase of 6.2% on the same month last year. This result brings the year-to-date sales total to 2,152,393, an increase of 5.8% compared with the same period last year.

“We have achieved yet another month of solid growth across all the BMW Group’s premium brands,” said Dr Ian Robertson, Member of the BMW AG Board of Management with responsibility for Sales and Marketing BMW. “We have grown our sales every month since November 2011 – five years of continuously increasing sales, in line with the expansion of our model range. The addition of our electrified vehicles has made a significant contribution to that growth and that segment is growing month for month,” he added.

To the end of November, 1,824,490 **BMW** brand vehicles were sold around the world, 5.6% more than in the same period last year. In November, a total of 177,740 BMW brand vehicles were delivered to customers, an increase of 5.9% year-on-year. The global trend towards SUVs continues to be reflected in strong sales growth within the BMW X family. November sales of the BMW X1 are up 74.4% (22,595) compared with the same month last year, while monthly sales of the BMW X5 increased by 17.6% (15,143). Sales of BMW X vehicles in the first eleven months of the year total 579,718, an increase of 22.4% on the same period last year. Meanwhile sales of the BMW 7 Series continue to develop strongly with November sales up 70.3% (6,883) compared with last year; a total of 54,306 models of the BMW brand’s luxury flagship vehicle have been sold in the year-to-date (+67.6%)

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In the first eleven months of the year, 54,857 electrified BMW vehicles were delivered to customers worldwide. November was a particularly strong month for

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these innovative models with, for example, more than one in three BMWs sold in the Netherlands having an electrified drivetrain, while the BMW i3 was Norway's top-selling car across all manufacturers and models. "It's clear that those markets which actively support electro-mobility are seeing the fastest growth when it comes to alternative-drive vehicles," commented Dr Ian Robertson. "The addition of the BMW 5 Series and MINI Countryman plug-in hybrid versions in the first half of 2017 is set to increase sales of BMW Group electrified models significantly next year – we have set ourselves the ambitious target of 100,000 units," he continued.

Sales of **MINI** brand vehicles increased by 7.9% in November with a total of 31,593 delivered to customers worldwide. In the year-to-date, a total of 324,417 MINIs were sold, an increase of 7.4% on the previous year. The premium brand's two most recent models continue to be the biggest growth drivers. A total of 6,624 customers took delivery of a MINI Clubman in November, with year-to-date sales totalling 55,844 units worldwide. November sales of the MINI Convertible totalled 2,072 with year-to-date sales standing at 27,206.

Combined monthly sales of BMW and MINI in **Europe** totalled 95,079 in November, up 10.6% compared with the same month last year. Year-to-date sales in the region are up 10.0%, with a total of 992,580 vehicles delivered. All markets in the region have contributed to this year's strong growth with many achieving double-digit increases including the UK (228,698 / +10.4%), Italy (76,306 / +17.5%) and Spain (50,197 / +19.9%).

Sales of BMW and MINI vehicles in **Asia** also saw strong growth last month with a total of 69,520 vehicles delivered to customers in November (+14.8%). In the first eleven months of the year, a total of 680,540 BMW and MINI vehicles were sold in Asia, an increase of 9.5% compared with the same period last year. The region's biggest market, Mainland China, achieved an 11.2% increase compared with the first eleven months of last year, with a total of 472,705 vehicles sold so far in 2016.

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Year-to-date sales in many other markets in the region also show strong growth: Japan (67,096 / +10.0%) and South Korea (53,962 / +10.0%) are just two examples.

Sales of BMW and MINI in the **Americas** decreased 13.5% in November compared with the same month last year: a total of 39,051 vehicles were delivered to customers in the region. Year-to-date sales of BMW and MINI vehicles in the region total 412,873, which is down 7.7% compared with the same period last year. While year-to-date sales are up in Canada (41,326 / +5.8%) and Mexico (30,871 / +13.2%), the exceptionally competitive market in the USA has seen deliveries decrease by 10.2% (327,711).

This year continues to be the strongest ever for **BMW Motorrad**, with sales for November totalling 9,375, up 19.5% compared with the same month last year. Year-to-date sales rose by 5.4% with a total of 136,393 motorcycles and maxi-scooters delivered to customers in the first eleven months of the year.

## BMW Group sales in / ytd November 2016 at a glance

	In November 2016	Compared with previous year	YTD 11/2016	Compared with previous year
<b>BMW Group Automotive</b>	209,743	+6.2%	2,152,393	+5.8%
<b>BMW</b>	177,740	+5.9%	1,824,490	+5.6%
<b>MINI</b>	31,593	+7.9%	324,417	+7.4%
<b>BMW Motorrad</b>	9,375	+19.5%	136,393	+5.4%

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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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