



Media Information
14 June 2017

BMW Group: Positive sales trend continues in May

208,447 vehicles delivered worldwide, up 5.1%

BMW sales grow by 5.3% to 177,050 vehicles

MINI sales increase by 4.2% to 31,124 vehicles

BMW Group year-to-date sales total 988,185, up 5.7%

Sales of electrified models increase by 80.6% (33,221) YTD

Munich. The BMW Group continued the positive sales trend of the past months, with sales in May totalling 208,447 vehicles, a 5.1% increase year-on-year. With its three premium brands, BMW, MINI and Rolls-Royce, the BMW Group sold 988,185 vehicles in the first five months, up 5.7%.

“Customers around the world are excited by our innovative, new products,” commented Dr Ian Robertson, BMW AG Management Board Member responsible for Sales and Brand BMW. “In May, we once again achieved sustainable, profitable growth across our three premium automotive brands, as well as at BMW Motorrad,” he continued. “Growth at BMW has been in part driven by our expanding electrified range – sales of these vehicles have risen over 80% in the first five months. With eight models, the BMW Group offers its customers the broadest range of electrified premium vehicles available on the market today.”

BMW brand sales in the first five months increased by 6.0% compared with the same period last year, to 845,147 units. This growth is particularly attributable to the good sales figures of the BMW X family, with the BMW X1 as the most popular: By the end of May, 113,367 BMW X1 were delivered. This reflects a growth of 47.0% compared to the same period last year. Sales of the BMW X3 increased by 8.9% (67,490), while those of the BMW X5 were up 11.1% (73,418). The flagship BMW 7 Series continues to be very popular among customers worldwide: 26,292 vehicles were delivered in the first five months, 37.3% more than the prior year.

Customer demand for automobiles with alternative drive trains continues to evolve in an extremely dynamic way: Sales of **BMW i** and **BMW iPerformance** models increased by 73.4% in May (7,336 vehicles). Year-to-date deliveries of electrified

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models reached 33,221, up 80.6%. Among other factors, this strong growth is driven by the BMW 530e iPerformance, which has been available since March. Beginning in late June, the MINI Cooper SE Countryman ALL4 plug-in hybrid will expand the product line-up of electrified vehicles.

Sales of the **MINI** brand continue to show stable growth: 141,767 vehicles were delivered in the first five months of the year, an increase of 3.8%. The main growth drivers here remain the MINI Cabrio with 14,373 units sold (up 52.3%) and the MINI Clubman with 23,899 vehicles sold (+13.3%) in the first five months of the year. The MINI Countryman, which had its market launch in March, also contributed to the positive trend with 7,035 vehicles sold in May (up 26.4%).

After an excellent start to the year, **BMW Motorrad** has grown continuously and steadily. In May, 17,578 motorcycles and maxi-scooters were delivered to customers, an increase of 15.8% compared with the same month last year. In the first five months of the year, sales at BMW Motorrad were up by 8.2% (71,129). Within the BMW Motorrad model line-up, the highly emotive R nineT family has continued to contribute decisively to this growth, alongside high demand for the GS models.

BMW & MINI sales in the regions/markets at a glance

Europe is the largest sales market for BMW and MINI, with 446,050 deliveries in the first five months of the year (up 3.1%).

The positive trend in BMW Group worldwide sales since the start of the year is also due to the growing market in Asia. Unusually strong sales growth, with a year-to-date increase of 19.9%, was seen in China (242,683). In May, deliveries there increased by 27.1% (50,986 units). This is largely due to full availability of the BMW X1 and the popularity of the new BMW 1 Series sedan, which is produced exclusively for the Chinese market.

Sales in the Americas were significantly influenced by the declining market in the United States. By the end of May, 174,570 vehicles were delivered to customers

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(down by 3.1%). The sales figures in Mexico and Latin America developed very positively, with growth of 17.3% to 14,558 vehicles.

	May 2017	Compared with previous year %	In ytd May 2017	Compared with previous year %
Europe	93,345	+2.2	446,050	+3.1
- Germany	27,086	+7.9	128,383	+2.4
- UK	18,102	+1.3	96,742	+4.2
Asia	71,659	+22.0	339,874	+15.9
- China (Mainland)	50,986	+27.1	242,683	+19.9
- South Korea	6,400	+21.9	27,226	+9.8
Americas	38,279	-9.0	174,570	-3.1
- USA	29,878	-11.1	137,916	-4.8
- Mexico / Lat. America	2,996	+13.1	14,558	+17.3

BMW Group sales in/ytd May 2017 at a glance

	May 2017	Compared with previous year %	In ytd May 2017	Compared with previous year %
BMW Group Automotive	208,447	+5.1	988,185	+5.7
BMW	177,050	+5.3	845,147	+6.0
MINI	31,124	+4.2	141,767	+3.8
BMW Motorrad	17,578	+15.8	71,129	+8.2

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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