

Media Information
12 June 2018

Over a million BMW Group vehicles delivered in first five months of 2018

1,003,573 BMW Group vehicles sold in year-to-date, +1.6%
Year of X: More customers buy BMW X models than ever before
Electrified sales grow 41.0%: 46,849 units worldwide
BMW i production to ramp up over 50% due to increased demand

Munich. The **BMW Group** has sold more vehicles than ever before in the first five months of the year: more than a million customers worldwide have already taken delivery of their new BMW, MINI or Rolls-Royce vehicle in 2018 (1,003,573 / +1.6%). This record result was achieved despite the ongoing global ramp-up of BMW X3 production and volatility in China due to changes in import duties. These factors contributed to a slight decrease in the company's monthly sales in May (204,041 / -2.1%).

"To have sold over a million cars by this point in the year is a real milestone," said **Pieter Nota**, BMW AG Management Board member responsible for Sales and Brand BMW.

"We're particularly pleased to see that our X vehicles are more popular with our customers than ever, with record sales figures despite the lack of X3 availability in China. In the second half of the year, the X3 will once again become fully available worldwide, bringing increased sales momentum in the third and fourth quarters. Meanwhile, sales of our electrified vehicles are growing really strongly, with customer deliveries up by over 40%," Nota continued.

Five years after its initial launch, customer demand for the BMW i models continues to grow at such a rate that production in Plant Leipzig will be increased by over 50% this autumn, to 200 cars a day. In the first five months of the year, sales of BMW i, BMW iPerformance and MINI Electric vehicles jumped 41.0% to total 46,849. The growing trend towards **electrification** continues globally, with several significant markets reporting especially strong development. For example, electrified vehicles accounted for nearly 7% of all BMW and MINI models sold in the USA in the first five months of the year (9,762 / +61.0%) and more than 7% of BMW and MINI sales in the UK (6,555 / +34.2%). In some markets, electrified vehicles already account for more than half of all BMW and MINI sales. Examples here are Norway (4,125 / +5.8%) and Malaysia (2,313 / +37.9%).

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The BMW Group remains well on target to achieve its stated aim of selling over 140,000 electrified vehicles in 2018.

Sales of BMW X vehicles in the first five months of the year totalled 303,202 units (+3.4%) and accounted for 35.3% of all **BMW** brand sales. The brand has delivered 858,675 (+1.6%) vehicles to customers this year, with models such as the BMW 1 Series (82,828 / +11.6%) and the BMW 5 Series (156,105 / +12.5%) contributing to that growth.

In the first five months of the year, global **MINI** brand sales increased by 1.2% (143,472). Meanwhile sales at **BMW Motorrad** in the first five months of the year totalled 70,007 / -1.6%. This year, BMW Motorrad is introducing nine new models and the related adjustments in production are affecting deliveries. Nonetheless, BMW Motorrad continues to strive for sales growth in 2018.

The changeover of all relevant BMW Group vehicles to the new European WLTP and RDE testing standards is proceeding according to plan, thanks to a timely focus on the issue.

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

While sales in the Americas achieved good growth in the year-to-date and in May, several other markets are more volatile. The ongoing headwinds in the UK market continue to affect sales there and the upcoming change in import duties in China has led to some short-term uncertainty due to the expected impact on pricing in that market overall. Meanwhile in Germany, several bank holidays in May meant there were two working days fewer than in the same month last year.

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	In May 2018	Compared with previous year %	In ytd May 2018	Compared with previous year %
Europe	92,518	-0.9	446,485	+0.1
- Germany*	23,618	-13.6	126,362	-1.8
- UK	17,573	-3.0	90,637	-6.3
Asia	65,948	-8.0	348,342	+2.5
- China (Mainland)	45,860	-10.1	248,870	+2.5
- South Korea	6,430	+0.5	32,243	+18.4
Americas	40,263	+5.2	182,717	+4.7
- USA	30,888	+3.4	142,469	+3.3
- Latin America	4,577	+16.0	21,089	+13.4

*Provisional registration figures

BMW Group sales in/ytd May 2018 at a glance

	In May 2018	Compared with previous year %	In ytd May 2018	Compared with previous year %
BMW Group Automotive	204,041	-2.1	1,003,573	+1.6
BMW	173,940	-1.8	858,675	+1.6
MINI	29,767	-4.4	143,472	+1.2
BMW Group Electrified*	10,213	+39.2	46,849	+41.0
BMW Motorrad	17,050	-3.0	70,007	-1.6

*BMW i, BMW iPerformance, MINI Electric

If you have any queries, please contact:

Corporate Communications

Emma Begley, Business and Finance Communications
emma.begley@bmwgroup.com, Telephone: +49 89 382-72200

Glenn Schmidt, Head of Business and Finance Communications
glenn.schmidt@bmwgroup.com, Telephone: +49 89 382-24544

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

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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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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