

Media Information  
13 August 2018

## **BMW Group sales increase in July**

Year-to-date sales up in all major sales regions

BMW brand grows sales in July and year-to-date

July sales of BMW X3 increase 52.3% as China production ramps up

Over 70,000 electrified vehicles delivered in year to date

**Munich.** Worldwide sales of **BMW Group** vehicles continue to grow, with more vehicles delivered to customers last month than in any previous July. A total of 181,051 (+0.2%) BMW, MINI and Rolls-Royce vehicles were sold in the month, bringing year-to-date sales up to 1,423,565 (+1.6%).

“Our focus on sustainable, profitable sales growth is proving successful, as we continue to attract more customers than ever, despite the various headwinds currently affecting the industry,” said **Pieter Nota**, Member of the Board of Management of BMW AG responsible for Sales and Brand BMW. “Customer demand for our X vehicles continues to be very high and now we’ve increased production capacity by localising the BMW X3 in China and South Africa, we can already see the positive effect that additional availability has on sales. The continuing, growing demand for our electrified vehicles is also very pleasing, with deliveries of BMW i, BMW iPerformance and MINI Electric vehicles up by over 40% in the year to date,” Nota continued.

In the first seven months of the year, deliveries of **BMW Group electrified** vehicles totalled 71,310 vehicles worldwide, an increase of 40.6% on the same period last year. July sales of BMW i, BMW iPerformance and MINI Electric vehicles totalled 10,649 (+30.9%), confirming the BMW Group’s position as a leading global provider of premium electrified mobility. Improved availability of the locally-built BMW 5 Series plug-in hybrid (fuel consumption combined: 2.3-2.1 l/100 km; electricity consumption combined: 13.9-13.3 kWh/100 km, CO2 emissions combined: 52-47 g/km) in China, helped electrified sales in the BMW Group’s largest overall market increase more than six-fold in the year to date, with a total of 8,078 units sold so far in 2018. Several other major markets also achieved significant growth in year-to-date electrified sales, including the USA (13,874 / +39.5%) and the UK (9,923 / +34.3%).

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July sales of all **BMW** brand vehicles edged up on last year's result with a total of 154,531 vehicles delivered worldwide (+0.7%). Sales in the year-to-date are up 1.9% (1,213,833). All major sales regions contributed to the increase in deliveries. With production of the BMW X3 ramping up in South Africa and China, in addition to existing capacity in the USA, worldwide sales of that model totalled 15,482 in July, an increase of 52.3% compared with the same month last year. Full worldwide availability of the BMW 5 Series since the beginning of the year has also led to significantly increased sales of that model in the first seven months: 221,732 (+16.2%).

Year-to-date sales at **MINI** achieved almost the same high level as last year, with a total of 207,675 (-0.2%) vehicles delivered to customers worldwide. MINI deliveries in July were down 2.7% (26,244).

2018 is a significant year for **BMW Motorrad**, with nine new models being introduced. This required some adjustments to production, which in some cases can affect deliveries. Nonetheless, BMW Motorrad continues to strive for sales growth across the full calendar year. In the year-to-date, a total of 101,839 units were delivered to customers, a decrease of 1.3% year-on-year.

**BMW & MINI sales in the regions/markets**

All three major sales regions contributed to the increase in BMW Group sales in the first seven months of the year, despite headwinds in some significant markets.



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	In July 2018	Compared with previous year %	In ytd July 2018	Compared with previous year %
<b>Europe</b>	76,971	-2.1	638,661	+0.8
- <b>Germany*</b>	21,891	-14.0	179,244	-1.4
- <b>UK</b>	11,412	-13.0	135,493	-2.2
<b>Asia</b>	64,820	+3.9	487,968	+2.2
- <b>China (Mainland)</b>	46,692	+7.8	346,493	+2.9
- <b>South Korea</b>	5,860	+2.9	44,032	+11.8
<b>Americas</b>	34,483	-	259,954	+3.4
- <b>USA</b>	26,278	-0.3	202,300	+2.4
- <b>Latin America</b>	4,851	+7.2	30,787	+11.3

\*Provisional registration figures

**BMW Group sales in/ytd July 2018 at a glance**

	In July 2018	Compared with previous year %	In ytd July 2018	Compared with previous year %
<b>BMW Group Automotive</b>	181,051	+0.2	1,423,565	+1.6
<b>BMW</b>	154,531	+0.7	1,213,833	+1.9
<b>MINI</b>	26,244	-2.7	207,675	-0.2
<b>BMW Group electrified*</b>	10,649	+30.9	71,310	+40.6
<b>BMW Motorrad</b>	14,864	+0.2	101,839	-1.3

\*BMW i, BMW iPerformance, MINI Electric

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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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