

Media Information

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BMW Group Asia: Remarkable sales result in 2011.

In Singapore, BMW is once again the leading provider of premium vehicles. In the East Asia region, BMW automobile sales grew 16%, while MINI automobile achieved a remarkable 33% growth in the region, as compared to the previous year.

Singapore. BMW Group Asia has concluded 2011 with a remarkable sales result. BMW Group Asia reported the total sales of 9,336 units of BMW and MINI automobiles, +17% compared to 2010, in its East Asia region, which includes 11 markets: Singapore, Philippines, Indonesia, Vietnam, Brunei, Sri Lanka, Bangladesh, Mongolia, New Caledonia, Guam and Tahiti.

In the East Asia region, sales of BMW automobile rose 16% in 2011 to reach 8,608 units; MINI achieved a remarkable 33% increase, with total sales of 728 units.

In Singapore, BMW Group Asia reported the total sales of 4,477 units, comprising of 4,096 units of BMW automobiles and 381 units of MINI automobiles.

BMW strengthened its position as the leading provider of premium vehicles in Singapore

In 2011, BMW once again concluded the year as the Singapore's leading premium automotive brand. In addition, the BMW 5 Series has solidified its position as the strongest selling model, with a total of 1,830 units (+15%).

"This is most definitely a proud moment for us. We attribute this success to the customer-focused business model and the commitment to bring to our consumers in Singapore the best technologies and products, such as Efficient Dynamics technology that is featured in all BMW models, from BMW 1 Series to BMW 7 Series," said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

In 2011, BMW introduced several award-winning models including the all-new BMW 1 Series, BMW X3 as well as the BMW 6 Series Convertible and Coupé – all of which received strongly positive response from the customers. In particular, the all-new BMW 1 Series with

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new 1.6-litre BMW TwinPower Turbo engines has enabled BMW to reach out to customers in search of a small premium car capable of the sheer driving pleasure that BMW is so famous for. The new 4-cylinder 2.0-litre petrol engine with BMW TwinPower Turbo technology was also introduced in other models such as the BMW 5 Series and the BMW X1.”

“While BMW’s core buyer groups remain focused on the traditional concept of saloon, coupé and SAV, our recently launched models with new body concepts such as the BMW X1 (a crossover concept) and the new BMW 1 Series (hatchback) has given us the chance to reach out to a wider range of customers that were not previously possible.” added Mr. Fiorentinos.

BMW: Remarkable growth in the East Asia region

Apart from the great results in Singapore, BMW also achieved strong sales growth in nearly all markets in the region: Vietnam (+31%), Indonesia (+25%), Philippines (+15%), the rests of the region (+115%).

“In 2011, we have strongly performed in nearly all markets across the region. The success can be attributable to the strong product portfolio, featuring the Efficient Dynamics technology that offers the best performance in terms of driving dynamics, fuel efficiency and environmental friendliness. Product-wise, the BMW 5 Series has continued to outperform its peers, while the BMW 3 Series also performed well in its last year of the life cycle. In addition, the BMW X1 and the recently launched BMW X3 has received overwhelming response from the customers. At the top segment, the newly launched BMW 6 Series in both Convertible and Coupe versions are well received, while the BMW 7 Series has slightly declined.” added Mr Fiorentinos.

MINI brand: New sales record

Meanwhile, MINI also witnessed significant growth with 2011 figures ending at 728 units (+33%) for the region thereby reinforcing the strength of the MINI brand across the East Asia region.

In Singapore, MINI reported total sales of 381 units (+39%). The rest of the region, which includes additional 6 markets: Philippines, Indonesia, Brunei, New Caledonia, Guam and Tahiti, also saw a significant development of MINI brands with 27% sales growth, compared to the previous year.

“The MINI brand has been a global icon for the past 50 years and has been experiencing phenomenal growth over the years. And we credit this to the growing recognition of the brand’s premium quality, as well as the extensive range of models offered that cater to the varying needs of our customers,” said Mr Fiorentinos.

The arrival of the four-door MINI Countryman has been a major boost to the brand by targeting at customers who wish to enjoy more utility space without wanting to compromise on MINI’s signature personality and go-kart handling. The arrival of the first two-seater MINI Coupé with a three-box design is also another strategic breakthrough, poised at customers with a liking for a MINI with an alternate stylish look.

2012: New models and New markets

The year 2012 welcomes the arrival of many exciting new products from both BMW and MINI.

The new BMW M5. The new BMW M5 is a high-performance sports car that is engineered to meet the tough demands of track usage, while, in the meantime, offer the supreme luxury comfort for everyday use. Armed with the 560 hp power output and torque of 680 Nm/1,500-5,750 rpm, this luxurious high-performance sports saloon is able to complete the century sprint in just 4.3 seconds.

The all-new BMW 3 Series. Also slated to arrive in 2012 is the 6th generation of the BMW 3 Series Saloon. The latest version of the world’s best-selling premium car has grown in terms of dimensions with a wider track and a more impressive on-the-road presence. It also comes with the new four-cylinder engine with BMW TwinPower Turbo technology.

Other new products that will be arriving later in 2012 are the new BMW 6 Series Gran Coupé and the new MINI Roadster.

In addition to the new products to be introduced in the region, BMW Group Asia also plans to expand the BMW and MINI business in the new markets.

BMW Group Asia sales results 2011: At a glance

East Asia Region*	2011 (units)	2010 (units)	Compared to previous year (%)
BMW Group automobiles	9,336	7,976	+17%
BMW	8,608	7,428	+16%
MINI	728	548	+33%

*East Asia region includes:

- 11 markets for BMW: Singapore, Philippines, Indonesia, Vietnam, Brunei, Sri Lanka, Bangladesh, Mongolia, New Caledonia, Guam and Tahiti; and
- 7 markets for MINI: Singapore, Philippines, Indonesia, Brunei, New Caledonia, Guam and Tahiti.

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About BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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