

Media Information
4 April 2012**Embargo 13:00 CEDT****BMW Group achieves record first quarter in worldwide sales**

More than 400,000 vehicles delivered worldwide

New York/Munich. The BMW Group has achieved its best ever first quarter in worldwide sales. "With over 400,000 BMW, MINI and Rolls-Royce vehicles sold worldwide, we have had an outstanding first quarter and the best ever in the company's history," said Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, from the New York Auto Show. "We have seen over 16% growth in the U.S. this quarter and we expect further momentum with the new BMW 3 Series Sedan on the market, as well as the introduction of the BMW X1 to the U.S. in September this year."

The introduction of the BMW X1 to the U.S. market will build upon its global success. Since its launch at the end of 2009, over 264,000 units have been sold worldwide, making it the leader in its segment.

Record first quarters in both the U.S. and China contributed to the BMW Group's outstanding first quarter sales results. In the U.S., sales climbed +13% in March to 29,806 vehicles (prev. yr. 26,382). Year to date, 75,729 vehicles have been sold in the U.S., an increase of +16.6% over the previous year (64,957). In China, the company achieved strong double digit growth in the first quarter with over 75,000 vehicles delivered (prev. yr. 58,506).

Final figures for BMW Group March sales will be released on 11th April.



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The 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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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