

Media Information
11 October 2019

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BMW Group sales growth increases further in September

BMW deliveries up 4.8% in September

BMW i3 sales climb 21.9% in first three quarters

Rolls-Royce brand maintains strong sales growth

Nota: “Model offensive having real impact also in luxury segment”

Munich. In the first nine months of the year, the BMW Group grew its worldwide sales by 1.7%, to 1,866,198 units. Deliveries in September were up 4.6% on the same month last year, with a total of 248,684 premium BMW, MINI and Rolls-Royce vehicles delivered to customers.

“Following the successful market launch of the new BMW 7 Series, BMW X7, BMW 8 Series Coupé and the BMW 8 Series Convertible, the BMW 8 Series Gran Coupé is now also in showrooms, since September. With this model offensive, we are continuing to expand our position in the highly profitable luxury segment,” said **Pieter Nota**, member of the Board of Management of BMW AG responsible for Customer, Brands and Sales. “We also offer the broadest electrified line-up of any of our competitors. In its sixth year the fully-electric BMW i3 is still performing extremely well and will therefore continue to be part of our line-up in the coming years. We will be launching another pure electric vehicle, the MINI Electric, towards the end of the year.”

Total **BMW brand** sales for the first three quarters of the year rose 2.2% to 1,601,397 units. In the month of September, a total of 210,427 BMW vehicles were delivered to customers (+4.8%). The BMW X3 (+74.0%) and BMW X4 (+43.4%), in particular, posted high double-digit growth in the year to date. Within six months of its introduction onto the market, 25,125 new BMW X7 luxury-class SAVs have already been delivered to customers around the world.

Sales of **BMW Group electrified models** increased by 10.1% in September to 16,035 units – due in part to the new BMW 330e*. BMW i sales for the month of September rose 23.9% to 4,148 units. Sales of the MINI Cooper S E Countryman ALL4* plug-in hybrid climbed 35.9% in the first nine months of the year to reach a total of 11,996 units.

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The BMW Group intends to have one million electrified vehicles on the roads by the end of 2021. The company expects to have delivered a total of half a million fully-electric and plug-in hybrid BMW and MINI vehicles to customers by the end of this year. The BMW Group also plans to offer 25 electrified models by 2023 – more than half will be fully electric.

MINI brand sales reached 37,786 units worldwide in September: an increase of 2.9%. In a highly competitive segment and with a focus on profitable sales development, year-to-date sales totalled 261,024 units (-1.8%). With growth of almost 20%, the MINI Countryman, a popular all-rounder, strongly contributed to higher brand sales in September.

Sales growth continued at **Rolls-Royce**, with a total of 3,777 Rolls Royce motor cars delivered to customers across the globe (+42.0%) in the year to date. Growth was seen in every region worldwide, with sustained demand for all model families. Sales of Wraith, particularly in Black Badge variant, performed especially well during the period. Exceptional customer demand for Cullinan continues and has resulted in a strong order book, filled well into the first quarter of 2020. The marque remains on track for a strong year in 2019.

BMW Motorrad posted solid sales growth and was able to maintain the same high level as the previous year. In the first three quarters of 2019, a total of 136,932 motorcycles and maxi scooters were delivered to customers around the globe (+8.0%). In September, 15,834 units (+12.1%) were sold worldwide.

BMW and MINI sales in the regions/markets

The BMW Group increased sales in its three main sales regions in September: Europe (+4.4%), the Americas (+4.0%) and Mainland China (+5.8%). For the first time, more than half a million vehicles were sold in Mainland China in the first three quarters of the year. Due to the success of BMW X vehicles and the new BMW 3 Series Sedan, the BMW brand's September sales were 6.0% higher year-on-year in the US. In Germany, due to

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model changeovers in the compact segment, the BMW Group posted negative growth for September (24,445 units/-15%**). In the year to date, the BMW Group reported a 3.6% increase in sales, with 240,009 vehicles sold in the German market.

In a global market environment that continues to be volatile and highly competitive, the company expects to achieve a slight increase in sales for the full year and remains committed to its strategy of prioritising profitability over volume.

BMW & MINI sales at a glance

	September 2019	Compared with previous year %	YTD 09/2019	Compared with previous year %
Europe	118,600	+4.4	808,689	-0.8
- Germany**	24,445	-15.0	240,009	+3.6
- UK	37,517	-1.5	177,126	-2.4
Asia	84,302	+5.2	680,097	+6.7
- China (Mainland)	63,083	+5.8	526,017	+14.4
- Japan	7,999	-15.8	55,309	-1.7
Americas	40,494	+4.0	333,583	-0.5
- USA	30,972	+5.5	260,180	+0.4
- Latin America	4,807	-1.3	39,880	-1.7

**Provisional registration figures

BMW Group sales in/YTD September 2019 at a glance

	September 2019	Compared with previous year %	YTD 09/2019	Compared with previous year %
BMW Group Automotive	248,684	+4.6	1,866,198	+1.7
BMW	210,427	+4.8	1,601,397	+2.2
MINI	37,786	+2.9	261,024	-1.8
Rolls-Royce	471	+38.5	3,777	+42.0
BMW Group electrified***	16,035	+10.1	96,570	-1.0
BMW Motorrad	15,834	+12.1	136,932	+8.0

***fully-electric and plug-in hybrid BMW and MINI vehicles

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Consumption and emission data:

BMW 330e Sedan: fuel consumption combined: 1.9-1.6 l/100 km; power consumption combined: 15.4-14.8 kWh/100 km; CO2 emissions combined: 43-37 g/km

MINI Cooper S E Countryman ALL4: fuel consumption combined: 2.1-1.9 l/100 km, power consumption combined 13.9-13.5 kWh/100 km, CO2 emissions combined: 47-43 g/km

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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