



Media Information

January 12, 2012

BMW Group expands U.S. plant in South Carolina

Celebrates 2,000,000 vehicles produced in U.S.

Spartanburg/Munich. The BMW Group is expanding capacity at its U.S. plant in Spartanburg. “We plan to invest over the next three years nearly USD 900 million in the Spartanburg plant by 2014. This will create 300 new jobs by the end of this year. This will allow us to produce 350,000 units in Spartanburg in the mid term,” says Frank-Peter Arndt, member of the Board of Management of BMW AG, responsible for Production, in Spartanburg on Thursday. The BMW Group already invested USD 750 million in the expansion of the plant for production of the new BMW X3 between 2008 and 2010.

“This is in response to rising global demand for our BMW X models and the expansion of the BMW X family to include the BMW X4,” Arndt explains at a ceremony to celebrate production of the two-millionth vehicle at the BMW plant in South Carolina since 1994. The move will bring the BMW Group’s total investment in South Carolina to nearly USD six billion.

The Governor of the State of South Carolina, Nikki Haley, speaks at the ceremony, saying: “BMW has once again provided tremendous evidence that South Carolina is a blueprint for significant economic development success. The partnership between this company and our State is an enduring example of how to attract, retain and grow business to stimulate perpetual job creation.”

Production in Spartanburg reached new high in 2011

Last year, the BMW plant in Spartanburg produced 276,065 vehicles for more than 130 markets around the world, representing an increase of 73% over the previous year. The BMW X3 also played a major role in this positive development. Global sales of this highly-successful model rose 156% in 2011 to reach a total of 117,944 vehicles.

More than 70% of the vehicles produced in Spartanburg (192,813) were exported, making the BMW Group the largest automotive exporter to the non-NAFTA countries.

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca



Four expansions already at U.S. plant

Since it opened in 1994, the BMW plant in Spartanburg has already undergone four expansions and produced six different BMW models (318i, Z3, Z4, X5, X6, X3) and their variants. Employment has grown from 500 initially to more than 7,000 today.

Clean production

BMW's Spartanburg plant is state-of-the-art in terms of environmental protection. Advanced production processes have made vehicle production even more environmentally-compatible: Over the past five years, it was possible to lower energy consumption by 48%, halve water consumption, reduce CO2 emissions by 44% and waste by 65% by car. In 2010, for example, the Spartanburg plant generated almost 62 million kilowatt hours of electricity from a methane gas energy centre located on the grounds of the facility and supplied by a local landfill. This accounts for over 37% of the entire plant's total electrical demand.

USA largest market for BMW Group in 2011

The BMW Group is the leading manufacturer of premium automobiles in the U.S., the world's largest market for premium automobiles. Last year, the BMW Group increased sales of its BMW and MINI brand vehicles in the U.S. by almost 15% to reach a total of 305,418 vehicles. The American market was therefore the largest market for the BMW Group in 2011.

BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.



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.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 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.

-30-

For more information, please contact:

Barb Pitblado, Director, Corporate Communications
BMW Group Canada
905-428-5005 / barb.pitblado@bmwgroup.ca