

Media Information
11 April 2019**Embargo: 09:00 a.m. CEDT****BMW Group sales up 2.8% in March, beating market trends in several major markets**

BMW Group global number one in premium segment in first quarter

BMW brand delivers 221,631 in March, up 3.7%

All major sales regions contribute to sales increase

First quarter sales grow at BMW, Rolls-Royce, BMW Motorrad

BMW i3 sales up 16% for best-ever first quarter: 9,227 sold

Nota: "Our focus remains on sustainable, profitable growth"

Munich. March 2019 was the best-ever single sales month in the **BMW Group's** history with a total of 263,319 premium BMW, MINI and Rolls-Royce vehicles delivered to customers, an increase of 2.8% on the same month last year. Across the first quarter of the year, the company maintained sales at last year's high level, with a total of 605,333 (+0.1%) vehicles sold.

"The year is progressing as we expected, given the ongoing model changeover of the BMW 3 Series sedan and headwinds in markets worldwide," said **Pieter Nota**, Member of the BMW AG Board of Management. Since 1 April 2019 he is responsible for Customer, Brands and Sales, a new role which encompasses the company's three automotive brands, BMW, MINI and Rolls-Royce. "March was our best-ever single month for sales. In several significant markets, including China and the USA, we successfully grew sales, beating the market trend. In the USA, BMW was the biggest-selling premium brand in the first quarter of the year. The seventh generation BMW 3 Series achieved a strong start in March and the global rollout will continue in the coming months. It's just one of many exciting new models which I believe will support us as we focus on achieving sustainable, profitable growth in a highly competitive environment."

Sales of **BMW** brand vehicles increased 3.7% in March, with a total of 221,631 delivered to customers worldwide in the month. That result brings the sales total for the first quarter of the year to 519,307 / +0.4%. As availability of the new BMW 3 Series sedan ramps up, sales of the company's best-ever selling car increased by 10.8% in March, with a total of 30,204 sold around the world. Growth was also driven by the BMW X family of vehicles,



Media Information

Date 11 April 2019

Subject BMW Group sales up 2.8% in March, beating market trends in several major markets

Page 2

with customer demand increasing month by month – the X2, X3 and X4 are especially strong performers, with double-digit increases in deliveries.

The BMW Group's broad range of **electrified** vehicles continues to prove extremely popular with customers. Demand for the BMW i3 keeps on growing, with sales in the first quarter up 16.2% (9,227). This makes it by far the most successful first quarter ever for the innovative electric car, which was launched in 2013. The company's plug-in hybrids are also in high demand – more than a quarter of all BMW 2 Series Active Tourer delivered to customers are electrified, while close to 20% of all MINI Countryman sold have a plug-in hybrid drivetrain. Meanwhile in Norway, one of the world's leading markets for electrified vehicles, pure electric and plug-in hybrid vehicles account for around three-quarters of total BMW and MINI sales. By the end of next year, the BMW Group will have introduced ten new or updated electrified models. By 2025, the company plans to have at least 25 electrified models on the market, 12 of which will be fully electric.

MINI brand sales were slightly lower in March than the same month last year, with 41,175 (-2.3%) delivered in the month. Year to date, 84,820 (-1.8%) MINI brand vehicles have been delivered to customers around the world. Next week's Shanghai Auto Show will see the world premiere of the updated MINI Clubman, while preparations continue for the launch of the all new fully-electric MINI later this year.

Meanwhile at **Rolls-Royce**, after 2018 set a new record in the marque's 115-year history, sales growth continued into the first quarter of 2019. A total of 1,206 Rolls-Royce motor cars were delivered to customers across the globe (+49.4%) with growth being seen in every region worldwide. This was driven by sustained demand for all model families, with Phantom remaining a major growth driver. Exceptional customer demand for Cullinan has resulted in a strong order book, filled well into the fourth quarter of this year.

BMW Motorrad has also achieved a strong start to the year with first quarter sales up 7.7% (38,606). In March, a total of 18,931 (+9.9%) premium BMW Motorrad motorcycles and maxi scooters were delivered to customers around the world.

BMW & MINI sales in the regions/markets

Despite headwinds experienced by the automotive industry in several major markets, the BMW Group achieved sales growth in all three major sales regions in March. The company bucked the trend in several very significant markets with BMW brand sales in the USA and China, for example, increasing 2.9% and 13.1% respectively compared with the same month last year. The BMW brand leads the premium segment in the USA in the year to date and the Chinese joint venture BBA saw strong sales in the first quarter. Despite the ongoing competitive global market environment and some other headwinds, we do expect to see increasing momentum in terms of volume and mix as the year progresses. The company continues to follow its strategy of prioritising profitability before volume.

	In March 2019	Compared with previous year %	YTD 03/2019	Compared with previous year %
Europe	131,657	+3.1	270,676	---
- Germany*	30,135	-4.4	74,407	-3.5
- UK	43,512	+0.7	62,245	+1.7
Asia	81,855	+3.7	216,841	+2.1
- China (Mainland)	60,717	+12.5	168,434	+10.1
- Japan	9,131	-1.6	17,715	-2.5
Americas	44,258	+1.0	103,814	-2.1
- USA	35,997	+0.4	82,793	-1.9
- Latin America	4,570	+6.1	12,184	+1.0

*Provisional registration figures

BMW Group sales in/ytd March 2019 at a glance

	In March 2019	Compared with previous year %	YTD 03/2019	Compared with previous year %
BMW Group Automotive	263,319	+2.8	605,333	+0.1
BMW	221,631	+3.7	519,307	+0.4
MINI	41,175	-2.3	84,820	-1.8
Rolls-Royce	513	+53.1	1,206	+49.4
BMW Group electrified*	12,068	+2.1	27,044	+0.7
BMW Motorrad	18,931	+9.9	38,606	+7.7

*BMW i, BMW iPerformance, MINI Electric

Corporate Communications

Media Information

Date 11 April 2019

Subject BMW Group sales up 2.8% in March, beating market trends in several major markets

Page 4

If you have any queries, please contact:

Corporate Communications

Emma Begley, Corporate Communications
emma.begley@bmwgroup.com, Telephone: +49 89 382-72200

Mathias Schmidt, Head of Corporate and Culture Communications
mathias.m.schmidt@bmwgroup.com, Telephone: +49 89 382-24544

Media website: www.press.bmwgroup.com
Email: presse@bmwgroup.com

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 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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