



## Another record year in the Czech Republic. Registrations of new BMW Group vehicles in 2016 surpassed 7,000 units for the first time

- Record result: 7,030 newly registered BMW Group vehicles in the Czech Republic, an increase of 7.8 %
- Registrations of new BMW vehicles in the Czech Republic: increase of 9.6 %, 6,452 vehicles
- BMW i3: the most successful electric car
- The greatest year-on-year increase: BMW 7 Series (+336 % to 301 units)
- Best sellers in its categories: BMW 7 Series
- Record Year: The most successful year also for motorcycles: 575 units sold

**Prague.** In 2016 BMW Group experienced record new vehicle registration numbers in the Czech Republic just like on a global scale. A total of 7,030 vehicles were registered, an increase of 7.8 %. The largest share of this number belongs to the BMW brand with registrations of 6,452 new vehicles, up 9.6 % y/y. Of this total, the largest number was accounted for by the BMW X5, which enjoys stable customer interest with 923 new registrations. The second most successful model series was the BMW 3 Series with 823 newly registered vehicles. The year-on-year increases enjoyed by the BMW 7 Series (+336.2 %, 301 cars) and the BMW X1 (+131.4 %, 671 cars) deserve attention. The BMW i3 remains the most successful electric car and also vehicle with a chassis made of carbon composites on the Czech market. In 2016 interest in models with intelligent all-wheel drive, BMW xDrive, was also high: the number of newly registered vehicles equipped with it totaled 4,982, which represents a share of 77.2 %. This number means second place overall in the ranking of newly registered vehicles with all-wheel drive. A full 80.8 percent of newly registered vehicles had diesel engines under the hood.

This year the MINI brand saw 561 newly registered vehicles in the run-out year of the popular Countryman. The Rolls-Royce brand with its newly functioning official representation saw in 2016 a 30.8-percent increase in registrations. Last year 17 new vehicles of this brand were registered.

“BMW Group brands also performing very well on the Czech market. This year’s record shows us, that our automobiles and motorbikes are highly demanded from the Czech customers. The extraordinary Q4 result shows



us an even growing demand of all of our brands and the technologically brilliant new 5 Series together with the all-new Countryman keeps us extremely optimistic for another record year in 2017,” said Harald Hölzl, the General Manager of BMW Group Česká Republika. “The results of the BMW 7 Series and BMW X1 were most pleasing. BMW 7 Series was the most sold car in luxury segment,” Harald Hölzl added.

Record year registered as well BMW Motorrad and is also enjoying success. In 2016 the number of BMW Motorrad motorcycles and maxi-scooters that were added to Czech registrations totaled 575. The greatest success is permanently enjoyed especially by the BMW R 1200 GS. Growing interest in models from the Heritage series, that is, models R nineT, which were introduced in various versions already at the end of last year, is also apparent.

### Contact

David Haidinger, Corporate Communications Manager, BMW Group Česká republika  
Telephone: +420 739 601 171; e-mail: [david.haidinger@bmwgroup.com](mailto:david.haidinger@bmwgroup.com)  
BMW PressClub CZ: [www.press.bmwgroup.com/pressclub/p/cz/startpage.htm](http://www.press.bmwgroup.com/pressclub/p/cz/startpage.htm)  
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### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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