

Communiqué de presse n°2274

12 avril 2017

## **Les ventes de BMW Group atteignent de nouveaux records historiques en mars et au premier trimestre 2017.**

- **254 862 véhicules livrés dans le monde en mars, soit une hausse de 5,9%**
- **En mars, les ventes de BMW ont augmenté de 5,3 % à 212 093 unités**
- **En mars, les ventes de MINI ont progressé de 8,7 % à 42 447 unités**
- **Les ventes de BMW Group au cours du premier trimestre ont augmenté de 5,3 % à 587 237 unités**
- **Plus d'un demi-million de véhicules BMW dont près de 20 000 modèles électrifiés BMW i et iPerformance ont été vendus au premier trimestre**
- **Toutes les régions du monde ont connu une croissance de leurs ventes**

**Munich.** BMW Group sales achieved their best ever March, with sales in the month totalling 254,862, a 5.9% increase year-on-year. It was also a record first quarter with sales of the BMW Group's three premium brands, BMW, MINI and Rolls-Royce, increasing by 5.3%; a total of 587,237 vehicles have been delivered to customers around the world so far this year.

“We've achieved a strong start to the year, with our X-family models and the BMW 7 Series being the main growth drivers,” commented Dr Ian Robertson, Member of the BMW AG Board of Management with responsibility for Sales and Brand BMW. “March was the first full sales month for the new BMW 5 Series Sedan and the customer feedback for this benchmark car is already very positive,” he continued. “Our electrified models also continue to show extremely strong growth, with almost 20,000 sold in the first quarter, meaning we're on track to achieve our target of 100,000 electrified vehicle sales this year. As we start the biggest model offensive the company has ever undertaken, I'm confident 2017 will be another record year for the BMW Group, retaining our leading position in the industry,” he added.

The **BMW** brand achieved its best-ever first quarter, cracking the half million mark for the first time this early in the year. Global BMW sales totalled 503,445 units, an increase of 5.2% on the same period last year. Sales of BMW brand vehicles in

## Corporate Communications

## Media Information

Date 12 April 2017

Subject BMW Group sales record best-ever March and first quarter

Page 2

March totalled 212,093, an increase of 5.3% compared with the same month last year. Many models throughout the range contributed to this growth: in March, deliveries of the BMW X1 increased 21.0% (26,759), sales of the BMW X5 were up 20.7% (17,678) while deliveries of the flagship BMW 7 Series grew 74.8% (7,134). The BMW 5 Series, of which the new generation sedan had its first full month on sale in most markets, was delivered to around 35,000 customers worldwide.

With its broad offering of premium electrified vehicles, the popularity of the BMW Group's innovative BMW i and BMW iPerformance models continues to grow rapidly. Since the beginning of the year, almost 20,000 electrified vehicles have been delivered to customers worldwide, double the number sold by this time last year. First quarter production of electrified vehicles totalled more than 24,000 vehicles. Scandinavia continues to be a strong region for electrified vehicle sales. As of early April, over 10,000 BMW i3 vehicles have been delivered to customers in Norway since launch. March also saw the launch of the plug-in hybrid BMW 530e iPerformance in most markets. That model is expected to be a strong growth driver for electrified vehicle sales, as is the MINI Cooper S E Countryman ALL4 plug-in hybrid which will start delivery in June.

Sales of **MINI** brand vehicles achieved their best-ever March with a total of 42,447 delivered to customers around the world, an increase of 8.7% compared with the same month last year. March rounded off the brand's record first quarter with sales totalling 83,059 (+6.1%). "MINI continues to demonstrate solid growth around the world," said Peter Schwarzenbauer, Member of the BMW AG Board of Management responsible for MINI, Rolls-Royce and BMW Motorrad. "The MINI Clubman in particular has shown strong growth of over 21% in the first quarter, proving that its perfect blend of everyday usability and MINI-typical emotional characteristics is exactly what our customers want," he continued. "With the new MINI Countryman we've just recently brought to market, I'm sure the momentum we're seeing at MINI will continue through the year", he added.

## Media Information

Date 12 April 2017

Subject BMW Group sales record best-ever March and first quarter

Page 3

Following the second highest annual sales record in 2016, **Rolls-Royce Motor Cars** sales in the first quarter of 2017 were up year-on-year. This was based on full market availability of Dawn compared with the same period last year. In total, 733 Rolls-Royce motor cars were delivered to customers across the globe (+33.0%). Demand for Rolls-Royce models remains strong in most regions, although this is set against ongoing market volatility in the global luxury industry as a whole. Rolls-Royce continues to strive for long-term sustainable growth.

March was also a positive month for **BMW Motorrad** with a total of 18,265 motorcycles and maxi-scooters delivered to customers, an increase of 10.9% on the same month last year. In the year-to-date, sales total 35,636 units, an increase of 5.5%.

**BMW & MINI sales in the regions/markets at a glance**

All major sales regions achieved an increase in sales both in March and in the first quarter. Many markets achieved double-digit increases, including China and Mexico/Latin America. In the beginning of April the BMW Group handed over its 3 millionth vehicle to a customer in China.

	In March 2017	Compared with previous year %	In ytd March 2017	Compared with previous year %
<b>Europe</b>	129,169	+5.2	267,841	+4.2
- <b>Germany</b>	32,300	+6.7	76,609	+5.8
- <b>UK</b>	45,335	+7.1	62,925	+6.4
<b>Asia</b>	75,994	+9.5	199,845	+9.2
- <b>China (Mainland)</b>	50,783	+8.3	142,828	+12.4
- <b>Japan</b>	9,687	+5.6	19,642	+5.2
<b>Americas</b>	43,710	+4.3	101,987	+1.9
- <b>USA</b>	36,002	+3.5	81,933	+0.6
- <b>Mexico / Lat. America</b>	3,086	+22.0	8,533	+19.3

## Media Information

Date 12 April 2017

Subject BMW Group sales record best-ever March and first quarter

Page 4

## Corporate Communications

## Media Information

Date 12 April 2017

Subject BMW Group sales record best-ever March and first quarter

Page 5

**BMW Group sales in/ytd March 2017 at a glance**

	In March 2017	Compared with previous year %	In ytd March 2017	Compared with previous year %
<b>BMW Group Automotive</b>	254,862	+5.9	587,237	+5.3
<b>BMW</b>	212,093	+5.3	503,445	+5.2
<b>MINI</b>	42,447	+8.7	83,059	+6.1
<b>Rolls-Royce</b>	322	+30.9	733	+33.0
<b>BMW Motorrad</b>	18,265	+10.9	35,636	+5.5

If you have any queries, please contact:

**Corporate Communications**

Max-Morten Borgmann, Business and Finance Communications

max-morten.borgmann@bmwgroup.com

Tel. +49 89 382 24118

Glenn Schmidt, Head of Business and Finance Communications

glenn.schmidt@bmwgroup.com

Telephone: +49 89 382-24544

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

Email: [presse@bmw.de](mailto:presse@bmw.de)

**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 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>