BMW GROUP THE NEXT 100 YEARS

Corporate Communications

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BMW Group increases sales in November

BMW Group deliveries up 5.2% to 220,649 units
BMW sales +4.8% to 186,346 vehicles
MINI brand sales climb 7.6% to 33,993 cars
New BMW 5 Series sedan segment leader for third consecutive month
BMW i3 sales YTD November higher than whole of 2016
BMW Group world's leading manufacturer of premium vehicles

Munich. BMW Group sales continued their positive trend last month with a total of 220,649 vehicles delivered to customers, an increase of 5.2% and a new all-time high for the month of November. With its three premium brands, BMW, MINI and Rolls-Royce, the BMW Group has sold a total of 2,229,497 vehicles so far this year, + 3.6% compared with the same period last year.

"With our strong premium brands, BMW, MINI and Rolls-Royce, the BMW Group covers all segments and is the world's leading manufacturer of premium vehicles," commented Dr. Ian Robertson, Member of the Board of Management of BMW AG, responsible for Sales and Brand BMW. "Strong demand for our new BMW 5 Series shows just how popular this new model is with customers around the globe. We also sold more electrified vehicles in November – 11,710 – than ever before in a single month. We are now looking forward to celebrating delivery of our 100,000th electrified vehicle before the end of the year," Robertson added.

The 63.7% increase in sales of electrified **BMW i** and **BMW iPerformance** models, with a total of 89,806 units delivered in the first 11 months, reflects dynamic customer demand for vehicles with alternative drive trains. For example, the plug-in hybrid version of the BMW 5 Series already accounts for 22% of 5 Series sedans delivered in the US. In the UK, one in three BMW 3 Series sedans sold in November was a plug-in hybrid. More BMW i3s were delivered to customers worldwide in the year to the end of November (28,040 units) than in the whole of 2016 (25,528 vehicles).

Global **BMW** brand sales increased by 3.7% in the first 11 months of 2017, with a total of 1,892,365 vehicles delivered to customers worldwide. A variety of different models across

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the portfolio contributed to the record number of 186,346 vehicles sold in November (+4.8%). The new BMW 5 Series leads the way, following its successful model changeover, with November sales up 19.7% to 33,403 deliveries. As a result, the BMW 5 Series sedan topped its segment for the third month in a row. Within the X family, the BMW X1 (26,776 / +18.5%) and the BMW X5 (17,631 / +16.4%) were strong growth drivers in November.

The **MINI** brand reported growth of 7.6%, with the delivery of 33,993 vehicles to customers in November. This also had a positive impact on YTD sales, which rose 3.0% to 334,205 deliveries. With a 25.1% increase in global sales and 73,686 deliveries in the year to the end of November, the MINI Countryman made a significant contribution to this positive trend. More than one in ten MINI Countryman models delivered in November was a plug-in hybrid.

BMW Motorrad deliveries reached 12,053 units in November, a significant increase of 28.6% over the same month last year. In the first 11 months, a total of 152,322 motorcycles and maxi-scooters were delivered to customers. This 11.7% growth reflects the successful development of the brand.

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

Facing volatility in a number of important markets, the BMW Group continues to pursue its strategy of balanced distribution of sales to achieve profitable and sustainable growth. In November, the company made gains in all three major regions of the world.

	In November 2017	Compared with previous year %	In ytd November 2017	Compared with previous year %
Europe	96,288	+1.2%	998,005	+0.5%
- **Germany**	25,751	-1.2%	281,713	-0.1%
- **UK**	17,918	-9.3%	220,126	-3.8%
Asia	78,324	+12.7%	769,643	+13.1%
- **China (Mainland)**	55,293	+12.0%	542,362	+14.7%
- **Japan**	6,836	+3.4%	71,147	+6.0%
Americas	40,898	+4.7%	402,033	-2.6%
- **USA**	32,087	+4.5%	313,926	-4.2%
- **Latin America**	4,579	+8.0%	45,287	+6.0%

BMW Group sales in/ytd November 2017 at a glance

	In November 2017	Compared with previous year %	In ytd November 2017	Compared with previous year %
BMW Group Automobiles	220,649	+5.2%	2,229,497	+3.6%
BMW	186,346	+4.8%	1,892,365	+3.7%
MINI	33,993	+7.6%	334,205	+3.0%
BMW Group electrified*	11,710	+63.5%	89,806	+63.7%
BMW Motorrad	12,053	+28.6%	152,322	+11.7%

*BMW i, BMW iPerformance, MINI Electric

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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. 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.

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