

EMBARGO 13/04/2018

Media Information

13 April 2018

Record first quarter for BMW Group sales

Deliveries up 3.0%: 604,629 units sold worldwide

Sales growth achieved in all major sales regions

First-quarter electrified sales up 38.3%: 26,858 delivered worldwide

March 2018 best-ever single month for BMW Group

Munich. The **BMW Group** has achieved its best ever first-quarter sales with a total of 604,629 BMW, MINI and Rolls-Royce vehicles delivered to customers, an increase of 3.0% on last year and the first time the company has sold over 600,000 vehicles this early in the year. March 2018 was the company's best-ever single month for sales, with a total of 256,162 (+0.5%) vehicles delivered.

"The record sales achieved in the first quarter of this year are just the start of what I'm sure will be another successful year, with the main impact of our current model push coming later in the year," said **Pieter Nota**, Member of the Board of Management of BMW AG responsible for Sales and Brand BMW. "All major sales regions achieved first-quarter growth, despite ongoing headwinds in some significant markets. We are also pleased to see increasing customer demand for our electrified vehicles around the world, with sales in this rapidly growing area up 38.3% in the first three months of the year," Nota continued.

Those worldwide sales of 26,858 **electrified** BMW and MINI vehicles confirm the BMW Group's position as a leading global provider of premium electrified mobility and keep the company on track to achieve its target of delivering at least 140,000 electrified models in 2018. First-quarter sales of BMW i, BMW iPerformance and MINI Electric vehicles leapt 78.0% in the USA, the company's largest single market for electrified vehicles. With a total of 5,743 vehicles delivered in the first three months of the year, 6.8% of all BMW Group sales in USA were electrified. A similar proportion was achieved in the UK & Ireland, where a 23.3% increase in electrified sales resulted in 4,148 customer deliveries. Meanwhile in Scandinavia, one in four BMW Group vehicles delivered in the first three months of the year was electrified.

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The **BMW** brand achieved its best-ever first-quarter sales result, with a total of 517,447 vehicles delivered to customers around the world, an increase of 2.8% compared with the same period last year. All major sales regions contributed to this growth. A range of models contributed to growth in the year-to-date, including the BMW 1 Series (53,727 / +27.8%), the BMW X1 (77,296 / +17.0%) and the BMW 5 Series (94,733 / +13.5%), making it the best-ever first quarter for the 5 Series.

The first quarter of the year has also been very successful for **MINI**, with the brand achieving higher sales results than ever before in the first three months (86,375 / +4.0%). “MINI has once again achieved good growth in the first quarter of the year and with the market launch of the refreshed MINI and MINI Convertible in March, we’re expecting increased momentum as the year progresses,” said **Peter Schwarzenbauer**, BMW AG Management Board member responsible for MINI, Rolls-Royce and BMW Motorrad. “From now on, our customers can enjoy a further improved product offering for the core MINI models, which together account for just under two thirds of MINI brand sales,” he continued.

Sales of **Rolls-Royce** motor cars in the first quarter of 2018 were up 10.1% year-on-year. Demand for Rolls-Royce models remains strong worldwide, although market conditions in the Middle East remain unsettled. First customer deliveries of the flagship Phantom were made in January and the pinnacle model has a strong order book throughout the year. The company is preparing for the launch of the recently-named Rolls-Royce Cullinan.

BMW Motorrad sales also achieved a new record in the first quarter with a total of 35,858 (+0.6%) premium motorcycles or maxi-scooters delivered to customers so far this year.



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

All three major sales regions contributed to the BMW Group's increase in sales, despite headwinds in some significant markets.

	In March 2018	Compared with previous year %	In ytd March 2018	Compared with previous year %
Europe	127,735	-1.1%	270,553	+1.0%
- Germany*	31,083	-4.7%	76,705	-0.3%
- UK	43,225	-4.7%	61,188	-2.8%
Asia	78,961	+3.9%	212,356	+6.3%
- China (Mainland)	53,950	+6.2%	152,942	+7.1%
- Japan	9,281	-4.2%	18,175	-7.5%
Americas	43,815	+0.2%	106,067	+4.0%
- USA	35,842	-0.4%	84,368	+3.0%
- Latin America	4,306	+9.0%	12,066	+11.5%

*Provisional registration figures

BMW Group sales in/ytd March 2018 at a glance

	In March 2018	Compared with previous year %	In ytd March 2018	Compared with previous year %
BMW Group Automotive	256,162	+0.5%	604,629	+3.0%
BMW	213,701	+0.8%	517,447	+2.8%
MINI	42,126	-0.7%	86,375	+4.0%
BMW Group electrified*	11,811	+35.9%	26,858	+38.3%
BMW Motorrad	17,231	-5.7%	35,858	+0.6%

*BMW i, BMW iPerformance, MINI Electric

Corporate Communications

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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. 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 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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