BMW Group
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Company

Bayerische

Motoren Werke

Aktiengesellschaft

Address

BMW AG

80788 München

Telephone

+49 89 382-68796

Internet

www.bmwgroup.com

BMW Group with strong sales growth in Latin America
and the Caribbean markets

Sales in the first half of 2010 up 85% from previous year

Ian Robertson: Aiming for a new sales record with strong
double-digit growth in the region

**Munich.** The BMW Group is on a growth track in Latin America with a substantial increase in sales of 85% in the first half of 2010. A total of 9,685 BMW and MINI vehicles were sold in 2010 already (prev. yr. 5,235 units). In June alone, the company sold 1,770 BMW and MINI vehicles compared to 1,068 units in June 2009, an increase of 65.7% from the same month in 2009. “We are experiencing a very dynamic growth in 2010 and Latin America is one of our fastest growing regions. We already saw a very strong performance there in recent years and are aiming for a new sales record with a strong double-digit growth in this region,” said Ian Robertson, member of the Board of Management of BMW AG for Sales and Marketing during the previously held Latin American Press Days at the “BMW Welt” in Munich.

In all main markets in the Latin America region the BMW Group achieved peak performance in the first half of 2010: Brazil (4,240 units / +131,4%), Argentina (1,972 units / +75,1%), Colombia (1,020 units / +57,4%), Chile (835 units, +76,5%) and Panama (369 units, +57,7%). “In order to keep pace with this growth and best serve our customers’ needs we will significantly expand our dealer network in the region from 102 to 140 dealerships by the end of 2011,” added Robertson.

The BMW Group Latin America Regional Office with its diverse markets is becoming increasingly important for the BMW Group. It was established in 1998 in Panama to assume responsibility for 14 importer markets. As a result of the dynamic sales growth, the organization was restructured in 2009, with the Regional Office assuming responsibility for the subsidiaries in Brazil (founded in 1995) and Argentina (founded in 2000), and now 22 importer markets including the Caribbean markets. In December 2009, a motorcycle assembly was opened in Manaus, Brazil with a production volume of 1,200 G 650 GS by the end of 2010.

“Latin American customers recognise and admire our brands and our focus on service,” said Gernot Volkmer, CEO of the BMW Group Latin America & the Caribbean. “The recent launches of the BMW X1, the BMW 5 Series Sedan and 5 Series Gran Turismo were very successful, customer orders for those new models are exceeding our expectations. We see the positive trend continuing during the remainder of 2010. Our product offensive will continue with the introduction of the new MINI Countryman and the new BMW X3 in Q4 2010,” he added.

The BMW brand delivered 1,540 vehicles to customers in June 2010 (prev. yr. 909 units / +69.4%) in the Latin America region and 8,478 units (prev. yr. 4,695 units / +80.6%) in the first six months of 2010. The BMW 3 Series performed extremely well with 3,029 vehicles sold (prev. yr. 2,008 units / +51%). Strong gains were made with the BMW X5, with 589 retail sales (557 / +21%) and the new BMW X1, with 1,425 units since its launch in January 2010. With this successful performance, BMW was able to expand its market share in the premium segment in the first six months of 2010 to 41.7% in the region (prev. yr. 38.0%).

MINI also continued its Latin American success story in the first half of 2010 with a total of 1,207 MINI vehicles sold in the first six months of 2010 (prev. yr. 540 units / +123.5%). In June, MINI delivered 230 units (prev. yr. 159 units, +44.7%) in the region. In addition, the ongoing dealer expansion plan in 2010 added new dealerships in Brazil, Argentina, Colombia, Chile, Peru, Costa Rica and Dominican Republic. Brazil, the strongest market for MINI in Latin America, sold 675 units in the first six months of 2010 (+59%). Other markets also showed strong growth: Argentina with 212 units (+39%), Colombia with 140 units (+26%) and Chile with 98 units (+100%).

In June 2010, BMW Motorrad sold 613 motorcycles in the Latin America region (prev. yr. 313 units, +96%). While the market remains challenging, a total of 2,769 BMW motorcycles were sold to customers in the first half of 2010. Brazil achieved the highest growth in the region, compared with previous year’s levels, delivering a total of 1,409 motorcycles in the first half of 2010 (746 units, +89%). Argentina and the importer markets also achieved 56% and 34% growth in the first half of the year, with 809 and 551 units delivered (prev. yr. 519 and 411 units respectively).

If you have any queries, please contact:
**Corporate Communications**

Markus Sagemann, Business Communications

Telephone: +49 89 382-68796, Fax: +49 89 382-24418

Marc Hassinger, Business and Financial Communications

Telephone: +49 89 382-23362, Fax: +49 89 382-24418

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

E-Mail: presse@bmw.de

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.