

Media Information  
8 February 2013**Embargo 09:00 a.m. CET!****BMW Group starts the year with record sales**

Total of 123,276 automobiles sold in first month, an increase of 9.9%  
Robertson: Further growth expected in 2013 in worldwide sales

**Munich.** The BMW Group continued its positive momentum into the new year with sales increasing by 9.9% in January. A total of 123,276 BMW, MINI and Rolls-Royce brand vehicles were delivered to customers (prev. yr. 112,164).

“We made a successful start to the new year, selling more BMW Group vehicles than ever before in the month of January. We remain true to our strategy of balanced sales across the globe by achieving growth on all continents last month,” said Ian Robertson, Member of the Board of Management, Sales and Marketing BMW. “Looking ahead, we expect the headwinds in Europe to remain, however we are confident of healthy sales growth in other regions, especially Asia and the Americas. With new models arriving this year to enhance our already successful portfolio, we are aiming for further growth in BMW Group worldwide sales in 2013 and are targeting a new all-time high for the third consecutive year,” added Robertson.

**BMW** reported the strongest January in its history. Sales climbed 11.5% to 107,276 (prev. yr. 96,184) units, the first time that over 100,000 BMW vehicles were delivered worldwide to customers in that month. The growth drivers were the BMW 3 Series with 29,053 vehicles sold (22,708/+27.9%) and the BMW X1, with volumes soaring 57.8% to 11,753 units delivered (prev. yr. 7,446). The BMW X3 also continued to be in high demand with 10,230 vehicles delivered to customers (9,348/+9.4%). The BMW 1 Series reported solid gains with 14,222 units sold (13,073/+8.8%) and the BMW 5 Series continued to perform well with sales climbing 6.4% to 23,049 vehicles (prev. yr. 21,665). BMW 6 Series sales increased by 22.4% to 1,354 units (prev. yr. 1,106).

In January, **MINI** worldwide sales reached 15,864 vehicles (15,768/+0.6%), a new all-time high for that month. The MINI Countryman recorded 11.3% growth, with a total of 6,261 deliveries (prev. yr. 5,625). In its fourth largest market of China, MINI sales jumped by 20.3%

Media Information

Date 8 February 2013

Subject BMW Group starts the year with record sales

Page 2

to 1,800 vehicles (prev. yr. 1,496). The introduction of the MINI Paceman is expected to bring further momentum to global sales as of spring.

The BMW Group made gains in volume on all continents in January. In Asia, deliveries climbed 18.4% to 43,114 (prev. yr. 36,422) vehicles. The double-digit growth continued in Mainland China, with a total of 30,397 (prev. yr. 26,505) vehicles delivered last month – an increase of 14.7%. Other Asian markets, such as Japan (3,250/+19.0%) and South Korea (2,790/+32.9%), also reported significant rates of growth.

A total of 25,021 (prev. yr. 24,419) vehicles were delivered to customers in the Americas in January, an increase of 2.5%. In the US, company sales increased by 2.3% to 20,195 units (prev. yr. 19,739) in the month under review.

The BMW Group also achieved growth in Europe last month, where a total of 50,594 deliveries were reported, an increase of 8.0% on the previous year (46,831). In Germany the company could report a 9.9% increase with a total of 18,709 (prev. yr. 17,028) BMW Group vehicle registrations. BMW Group sales in Russia climbed 39.8% in the month under review to 2,311 vehicles (prev. yr. 1,653).

BMW Motorrad deliveries reached a total of 4,818 (5,237/-8.0%) vehicles. Husqvarna Motorcycles supplied a total of 587 vehicles (544/+7.9%) to the Husqvarna dealer network in January.

**BMW Group sales in January 2013 at a glance**

	January 2013	January 2012	Comp. to prev. year
BMW Group Automobiles	123,276	112,164	+9.9%
BMW	107,276	96,184	+11.5%
MINI	15,864	15,768	+0.6%
BMW Motorrad	4,818	5,237	-8.0%
Husqvarna Motorcycles	587	544	+7.9%



## Media Information

Date 8 February 2013  
Subject BMW Group starts the year with record sales

Page 3

If you have any queries, please contact:  
Corporate Communications

Linda.Croissant@bmw.de, Business and Finance Communications  
Telephone: +49 89 382-35617, Fax: +49 89 382-35617

Mathias.M.Schmidt@bmw.de, Business and Finance Communications  
Telephone: +49 89 382-24118, Fax+49 89 382-24418

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [presse@bmw.de](mailto: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, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2012, the BMW Group had a workforce of approximately 105,000 employees.

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 eight years.

[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>