

Media Information
13 May 2013**Embargo 11:00 a.m. CEDT!****BMW Group posts best ever April sales**

155,419 vehicles sold last month, an increase of 6.8%
Highest sales in first four months with 603,619 vehicles
Strong gains in Asia and the Americas

Munich. The BMW Group continued on its successful course in April with an increase of 6.8% in sales. A total of 155,419 (prev. yr. 145,541) BMW, MINI and Rolls-Royce vehicles were sold worldwide last month. Over the past four months the number of deliveries climbed 5.7% to a new all-time high of 603,619 vehicles (prev. yr. 571,084).

“We have achieved our most successful April worldwide sales ever, despite the current weakness of some car markets in Europe. We reported a growth of 2.8% in Europe last month and made strong gains in Asia and the Americas. This momentum in worldwide sales will continue as we add new vehicles throughout the year to our very attractive product line-up, such as the new BMW 3 Series Gran Turismo”, said Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, in Munich on Monday.

Worldwide sales of **BMW** brand vehicles climbed 7.5% to 130,598 (prev. yr. 121,507) in the month under review. Demand for the BMW X1 remained strong with 11,837 vehicles delivered in April, an increase of 14.8% over the same month last year (10,310). The BMW 3 Series also reported strong gains with a total of 38,491 vehicles delivered to customers, an increase of 16.0% compared to last year (33,192). The BMW 3 Series Touring contributed to this growth, with 8,358 units delivered last month, an increase of 104.6% on the previous year (4,085). The BMW 5 Series reaffirmed its position as segment leader, with 29,955 units delivered last month (prev. yr. 26,770/ +11.9%). Growth was further driven by the BMW 6 Series which was delivered to 2,200 customers worldwide in April (prev. yr. 1,559/ +41.1%). A total of 512,000 BMW vehicles (prev. yr. 478,069) have been delivered to customers worldwide since the start of the year – an increase of 7.1%.

MINI: With 24,581 vehicles delivered in April, worldwide sales for MINI increased by 3.3% (prev. yr. 23,794). In the month under review, MINI achieved solid growth in retail sales in some of its key markets such as Great Britain/Ireland (3,393/ +43.6%), and China (2,038/



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+7.0%). The new MINI Paceman has had a successful start with around 1,500 vehicles delivered to customers since its launch in mid-March. Year-to-date, MINI sales are around last year's level with 90,737 units sold in the first four months (prev. yr. 92,005/ -1.4%).

BMW Motorrad also achieved an increase in sales in April. Deliveries climbed 11.5% to reach a total of 14,587 (prev. yr. 13,088) vehicles. Year-to-date, 39,319 BMW motorcycles have been delivered, an increase of 5.0% (prev. yr. 37,461).

The **BMW Group** made gains on nearly all continents in the month under review. The company achieved robust sales in Asia with 43,872 vehicles delivered (prev. yr. 39,769/ +10.3%). China accounted for 30,311 deliveries, an increase of 11.4% over the same month last year (prev. yr. 27,197) in China.

Sales were solid in The Americas with 36,547 vehicles delivered in April (prev. yr. 32,705/ +11.7%). In the U.S., 29,011 vehicles were delivered in April which reflects an increase of +8.3% over the same month last year (26,793).

In Europe, sales increased by 2.8% to 69,957 vehicles (prev. yr. 68,070). Several markets attained solid growth in April, for example Belgium/Luxembourg (4,499/ +13.9%) and Russia (3,489/ +7.5%).

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BMW Group sales in/up to April 2013 at a glance

	In April 2013	Comp. to previous year	Up to/incl. April 2013	Comp. to previous year
BMW Group Automobiles	155,419	+6.8%	603,619	+5.7%
BMW	130,598	+7.5%	512,000	+7.1%
MINI	24,581	+3.3%	90,737	-1.4%
BMW Motorrad	14,587	+11.5%	39,319	+5.0%

If you have any queries, please contact:

Corporate Communications

Linda Croissant, Business and Finance Communications
Linda.Croissant@bmw.de
Telephone: +49 89 382-35617, Fax: +49 89 382-24418

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

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

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