



Media Information
8 August 2013

BMW Group posts all-time high for sales in July

Sales increase by 12.3% to 152,349 vehicles last month

Milestone of one million vehicles reached in July

Robertson: We aim to maintain the momentum in the next months

Munich. BMW Group posted its highest ever sales for July, with a total of 152,349 vehicles delivered worldwide, an increase of 12.3% over the same month last year (prev. yr. 135,613). Worldwide sales year-to-date also reached an all-time high with 1,106,876 vehicles sold, an increase of 6.8% over the same period in 2012 (1,036,179).

Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, said in Munich on Thursday: "Our July sales result has given us an excellent start to the second half of the year. We aim to maintain the momentum in the next months and our focus remains on a global balance of sales. We continue to target sales volume growth for the full year and hence a new all-time high for worldwide sales. Our vehicle line-up is very strong and we are confident that further new models such as the BMW 4 Series Coupé and the new BMW X5 will also be a success when they are introduced later this year."

July also marked a significant milestone in the company's history with the international premiere of the all-electric BMW i3 in New York, London and Beijing. The BMW i3 has been purpose-built around an electric power-train to meet the needs of megacity customers.

In the month under review, worldwide sales of **BMW** brand vehicles climbed 13.5% to 128,594 units (prev. yr. 113,310). Strong growth was achieved in many model segments. Sales of the BMW 1 Series increased by 7.3% to 17,672 units (prev. yr. 16,471). The BMW X1 reported substantial gains with a total of 11,732 vehicles, an increase of 12.6% on last year (10,423). Sales of the BMW 3 Series surged 41.6% to 39,799 units (prev. yr. 28,116). The new BMW 3 Series Gran Turismo had another successful month with around 2,200 vehicles sold. Demand for the BMW X3 remained high, with sales increasing 11.3% to 11,470 vehicles (prev. yr. 10,302). The BMW X5 continued its success story with 7,791 units sold last month (prev. yr. 7,524/ +3.5%). Since the launch of the first BMW X5 in 1999,



Media Information

Date 8 August 2013

Subject **BMW Group posts all-time high for sales in July**

Page 2

more than 1.3 million vehicles have been delivered to customers worldwide. A total of 932,848 BMW brand vehicles (prev. yr. 860,399) have been delivered to customers worldwide since the start of the year – an increase of 8.4%.

MINI reported its best July figures ever with 23,515 deliveries worldwide (prev. yr 22,102/ +6.4%). The brand recorded growth in several of its key markets including the U.S. (5,950/ +1.6%), Mainland China (2,300/ +65.2%) and Japan (1,205/ +4.2%). Year-to-date, MINI worldwide sales are at around last year's level with 172,313 vehicles delivered to customers in the first seven months (173,979/ -1.0%).

BMW Motorrad achieved an all-time high for July with sales climbing 10.9% to 11,241 vehicles delivered (prev. yr. 10,140). Year-to-date, BMW Motorrad has sold 76,182 vehicles, an increase of 9.9% on the same period in the previous year (69,329).

The **BMW Group** made gains on nearly all continents in July.

In Asia, the company delivered 46,721 vehicles, an increase of 29.1% compared to July last year (prev. yr. 36,181). Mainland China accounted for 32,194 deliveries, an increase of 39.4% over the previous year (23,092). The high growth figure in July is the result of year-on-year base effects from the model changeover BMW 3 Series to the BMW 3 Series Long Wheelbase.

The company posted solid gains in the Americas last month with a total of 37,044 vehicles sold to customers, which reflects an increase of 12.0% on the previous year (33,076). In the U.S., a total of 29,993 BMW and MINI vehicles were delivered, an increase of 10.5% on July last year (prev. yr. 27,152).

In Europe, the BMW Group increased its sales by 4.1% to a total of 63,441 vehicles delivered to customers last month (prev. yr. 60,932). Germany reported a total of 21,507 registrations, a plus of 13.0% compared to the previous year (19,038). The double-digit growth in Germany is due to base effects resulting from the model changeover of the BMW 3 Series Touring last year, as well as the modified BMW X1 not being available for the full

Media Information

Date 8 August 2013

Subject **BMW Group posts all-time high for sales in July**

Page 3

month of July in 2012.

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

	In July 2013	Comp. to previous year	Up to/incl. July 2013	Comp. to previous year
BMW Group Automobiles	152,349	+12.3%	1,106,876	+6.8%
BMW	128,594	+13.5%	932,848	+8.4%
MINI	23,515	+6.4%	172,313	-1.0%
BMW Motorrad	11,241	+10.9%	76,182	+9.9%

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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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Media Information

Date 8 August 2013

Subject **BMW Group posts all-time high for sales in July**

Page 4