

Media Information
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BMW Group achieves best-ever February sales

Monthly sales grow 7.9% to total 163,965 worldwide

Year-to-date sales total 316,846, up 7.7%

BMW ytd deliveries increase 8.3% with 277,304 units sold

MINI ytd sales total 39,237, up 4.1%

Year-to-date sales in Europe up 11.4%; Asia increases 12.1%

BMW Motorrad delivers 17,323 units in year-to-date, up 12.1%

Munich. In its centenary year, the BMW Group continues to grow its global sales. February saw a new record number of customer deliveries with a total of 163,965 BMW, MINI and Rolls-Royce vehicles handed over to customers around the world, an increase of 7.9% on the same month last year. In the year-to-date, 316,846 units have been sold, an increase of 7.7% compared with the same period last year.

“As we activate our year of centenary events, I’m delighted that our sales continue to grow at a sustainable rate,” said Dr Ian Robertson, member of the board of management of BMW AG responsible for sales and marketing BMW. “As we expected, we are seeing tailwinds in some markets but headwinds in others. However with our innovative new models, we remain optimistic that we will continue to achieve steady sales growth as the year progresses,” he added.

In the first two months of 2016, sales of **BMW**-brand vehicles increased by 8.3% to total 277,304 units worldwide. Many models achieved sales growth in the first two months of the year. A total of 24,621 BMW 1 Series models were delivered, an increase of 14.3% compared with the first two months of last year. A total of 24,014 BMW 2 Series models have been sold so far this year with the 2 Series Active Tourer accounting for 10,699 of those sales and the 2 Series Gran Tourer for 6,698 units. Year-to-date sales of the new BMW 7 Series total 6,506 units, an increase of 21.6% compared with the same period last year. The BMW X family continues to be a strong growth driver: BMW X1 sales increased by 59.6% (28,882), BMW X3 sales rose 16.8% (22,694) and BMW X6 sales grew by 20.3% (6,869).

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A total of 2,871 BMW i vehicles have been delivered to customers worldwide in the year-to-date. Since the sub-brand was first introduced at the end of 2013, over 50,000 innovative BMW i vehicles have been sold.

MINI sales increased 4.1% in the first two months of the year, with a total of 39,237 vehicles delivered to customers. One significant growth driver was the MINI 5 door: with a total of 11,606 units sold, sales are up 29.5% compared with the same period last year. So far this year, the recently launched MINI Clubman has been delivered to a total of 5,603 customers around the world.

Sales in **Europe** continue to grow strongly with deliveries of BMW and MINI vehicles in the first two months totalling 134,140 units, an increase of 11.4% compared with the previous year. Almost all markets achieved sales growth, with double-digit increases recorded in several markets including Italy (12,522 / +12.4%), France (12,172 / +13.3%) and Spain (8,949 / +22.5%).

Deliveries of BMW and MINI vehicles in **Asia** increased by 12.1% (113,588) compared with the first two months of last year. In Mainland China, deliveries rose 12.7% (80,215), sales in Japan increased 15.0% (9,491) and deliveries in South Korea climbed 13.3% (9,328).

In the **Americas**, year-to-date sales of BMW and MINI vehicles are down 6.4%, with a total of 58,174 units delivered to customers. Although sales totalling 46,657 in the USA were 8.7% down on the same period last year, deliveries in Canada rose 8.8% (5,191).

BMW Motorrad continues to achieve strong sales growth with deliveries in the year-to-date up 12.1%. Around the world, a total of 17,323 BMW motorcycles and maxi-scooters have been delivered to customers so far in 2016.

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BMW Group sales in/ytd February 2016 at a glance

	In February 2016	Compared with previous year	YTD 02/2016	Compared with previous year
BMW Group Automobiles	163,965	+7.9%	316,846	+7.7%
BMW	143,419	+9.1%	277,304	+8.3%
MINI	20,370	+0.3%	39,237	+4.1%
BMW Motorrad	9,835	+7.0%	17,323	+12.1%

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Email: presse@bmw.de**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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