

Media Information
13 September 2018

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BMW Group sales up slightly despite headwinds

173,454 BMW Group vehicles sold in August, +2.1%

Year-to-date sales up 1.6%: 1,597,021

BMW sales increase 3.2% in August: 151,663

62.3% rise in electrified sales: 11,669 units delivered worldwide

Double-digit growth for BMW X3, 5 Series, i3 and i8

Munich. In August, the **BMW Group** sold a total of 173,454 BMW, MINI and Rolls-Royce vehicles around the world, an increase of 2.1% year-on-year. This means that in the first eight months of the year, deliveries rose 1.6% (1,597,021) compared with the same period last year.

“Despite headwinds and a highly competitive situation in several important markets, the BMW Group has achieved a slight sales increase both in the month and the year-to-date,” said **Pieter Nota**, BMW AG Management Board member responsible for Sales and Brand BMW. “Our electrified sales are achieving significant growth, with deliveries up over 60% compared with August last year,” Nota continued.

A total of 11,669 (+62.3%) **BMW Group Electrified** vehicles were handed over to customers in August, bringing the year-to-date total to 82,977 (+43.3%). “These figures mean we are well on track to achieve our target of 140,000 electrified deliveries this year, and customer demand continues to grow,” commented Pieter Nota. “In Norway, we’ve just launched a pilot project to pre-order the BMW iX3, which is due to start production in 2020, via an app. Within less than two weeks, around 1,000 Norwegian customers have already registered, including paying a €1,600 deposit on the first-ever pure-electric BMW core model,” Nota explained.

Sales of **BMW i, BMW iPerformance and MINI Electric** vehicles continue to grow around the world. In August, global BMW i sales were up 30.0%, BMW iPerformance increased deliveries by 77.2% and MINI Electric sales grew 51.4%. The share of electrified as a proportion of overall BMW Group sales also continues to increase: in August 2018, electrified vehicles accounted for almost 7% of global BMW and MINI sales, compared with just over 4% in the same month last year.

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The **BMW** brand delivered 151,663 (+3.2%) vehicles to customers in August, bringing year-to-date sales to 1,365,498 (+2.0%). Sales of the BMW 5 Series continue to grow, with 27,715 sold in August, an increase of 13.9% on the same month last year. The August figures also reflect the ongoing popularity of the BMW X family of vehicles: global deliveries totalled 57,129 units (+14.3%) and accounted for 37.7% of all BMW brand sales, despite the current model change-over of the BMW X4. The increase in X family deliveries was due largely to improving availability of the BMW X3, which grew sales by 73.3% (17,447) in August.

In the first eight months of the year, global **MINI** brand sales achieved almost the same high level as last year with 229,204 units sold worldwide (-0.7%).

Meanwhile, although adjustments in production required by the introduction of new models have affected availability at **BMW Motorrad** in the year-to-date, deliveries in August increased by 3.1% year-on-year, with a total of 10,830 units sold worldwide.

Slight growth despite challenging conditions

All three major sales regions contributed to the company's positive sales result, both in August and the year-to-date. **Asia** remains the main growth driver, with China particularly strong in August, while the **Americas** continue to achieve slight growth, despite strong competition in the USA. In **Europe**, regulatory changes introduced at the beginning of September mean the market is exceptionally competitive at the moment, and likely to remain so for the coming weeks. In addition, political and economic uncertainty in some European markets has also led to a dampening of those markets. Nevertheless, year-to-date and August BMW Group sales in Europe remain stable at last year's level.

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	In August 2018	Compared with previous year %	In ytd August 2018	Compared with previous year %
Europe	63,169	+0.7	701,832	+0.8
- Germany*	23,015	+4.3	202,810	-0.5
- UK	7,832	+22.8	143,326	-1.1
Asia	69,204	+5.4	557,172	+2.5
- China (Mainland)	53,520	+12.9	400,013	+4.2
- Japan	5,695	+6.5	46,748	-6.0
Americas	36,469	+0.6	296,423	+3.0
- USA	27,589	-1.5	229,889	+1.9
- Latin America	4,910	+7.7	35,697	+10.8

*Provisional registration figures

BMW Group sales in/ytd August 2018 at a glance

	In August 2018	Compared with previous year %	In ytd August 2018	Compared with previous year %
BMW Group Automotive	173,454	+2.1	1,597,021	+1.6
BMW	151,663	+3.2	1,365,498	+2.0
MINI	21,529	-5.3	229,204	-0.7
BMW Group Electrified*	11,669	+62.3	82,977	+43.3
BMW Motorrad	10,830	+3.1	112,669	-0.9

*BMW i, BMW iPerformance, MINI Electric

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The BMW Group

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

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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