

Media Information  
6 December 2019**Embargo: 9:00 CET****BMW Group sales continue to grow in November, with new all-time high also for electrified vehicles**

- BMW brand sales up 2.9% to 194,690 vehicles
- Significant growth of the BMW brand in the US and China
- BMW 3 Series Sedan and Touring post substantial sales increase
- X models driving growth since start of 2019, up +23.1%
- Nota: “Sales of electrified vehicles climb 18.4% to reach new all-time high”

**Munich.** BMW Group sales continued their positive trend in November: Worldwide deliveries increased by 1.4% over the same month last year to 225,662 units. Deliveries in the year to the end of November were up 1.7% year-on-year, with a total of 2,296,174 premium BMW, MINI and Rolls-Royce vehicles sold.

“After renewed growth in November, we continue to approach a new record for the full year as planned,” said **Pieter Nota**, member of the Board of Management of BMW AG responsible for Customer, Brands and Sales. “Our electrified vehicles also performed particularly well in November, with sales increasing by 18.4% to reach a new all-time sales high. Last month, one in five BMW 5 Series Sedans was a plug-in hybrid,” Nota continued.

Total sales of **BMW** brand vehicles grew by 2.9% in November to 194,690 units. In the year to date, BMW brand sales increased by 2.4% to 1,972,394. Alongside the successful luxury segment, the new and revised BMW X vehicles, in particular, also contributed to the brand’s growth, with sales rising 23.1% to 870,267 vehicles in the year to the end of November. The popular BMW 3 Series Sedan (+33.7%) and Touring (+21.6%) also posted high double-digit growth in November.

Media Information

Date 6 December 2019

Subject BMW Group sales continue to grow in November, with new all-time high also for electrified vehicles

Page 2

**BMW Group electric vehicles in high demand among customers**

In November, sales of **BMW Group electrified models** reached a new all-time high of 17,480 units. This includes 13,590 plug-in hybrid models (+20,3%). The BMW i brand continued its positive sales trend in the year to date with the BMW i3 and the BMW i8 (38,497 units, +18.0%). Sales of the MINI Cooper S E Countryman ALL4\* Plug-in Hybrid climbed almost 50% in November (1,950 vehicles). This development reflects customer interest in electrified mobility. The BMW Group supports this trend and will be providing more than 4,100 charging points for electrified cars at its locations across Germany by 2021. As an e-mobility pioneer, the company intends to have one million electrified vehicles on the roads by the end of 2021. A quarter of the BMW Group vehicles sold in Europe will be electrified by 2021; this will reach a third in 2025 and half in 2030. The BMW Group also plans to offer 25 electrified models by 2023 – more than half will be fully electric.

Focusing on profitable sales growth in a highly competitive segment, worldwide **MINI brand** sales for the year to the end of November trended lower (-2.7%) at 319,125 units. In November, 30,509 units (-6.8%) were sold. In addition to its core models, John Cooper Works variants proved especially popular with customers.

In the year to date, **BMW Motorrad** continued to post solid sales growth. In the first eleven months of 2019, a total of 161,368 BMW motorcycles and maxi scooters were delivered to customers around the globe (+6.0%). In the month of November, 11,791 units (-4.4%) were sold.

**BMW and MINI sales in the regions/markets**

The BMW Group increased sales in November in key regions like the US (+7.6%) and China (+12.1%). In Germany, 28,833 BMW and MINI vehicles (-2.9%) were sold in the same month. In the year to date, 298,526 vehicles (+3.0%) were delivered to customers in Germany.

Media Information

Date 6 December 2019

Subject BMW Group sales continue to grow in November, with new all-time high also for electrified vehicles

Page 3

In a global market environment that continues to be volatile and highly competitive, the company expects to achieve a slight increase in sales for the full year and remains committed to its strategy of prioritising profitability over volume.

**BMW & MINI sales at a glance**

	November 2019	Compared with previous year %	YTD Nov. 2019	Compared with previous year %
<b>Europe</b>	91,457	-5.1	985,749	-1.4
- <b>Germany**</b>	28,833	-2.9	298,526	+3.0
- <b>UK</b>	17,597	-1.2	210,594	-2.6
<b>Asia</b>	87,445	+9.2	844,976	+6.9
- <b>China</b>	68,366	+12.1	655,783	+13.6
- <b>Japan</b>	5,241	-29.0	64,435	-7.1
<b>Americas</b>	42,407	+3.4	412,837	+0.4
- <b>USA</b>	34,280	+7.6	322,862	+1.7
- <b>Latin America</b>	4,427	-8.8	49,008	-1.5

\*\*Provisional registration figures

**BMW Group sales in/YTD November 2019 at a glance**

	November 2019	Compared with previous year %	YTD Nov. 2019	Compared with previous year %
<b>BMW Group Automotive</b>	225,662	+1.4	2,296,174	+1.7
<b>BMW</b>	194,690	+2.9	1,972,394	+2.4
<b>MINI</b>	30,509	-6.8	319,125	-2.7
<b>BMW Group electrified***</b>	17,480	+18.4	128,214	+2.3
<b>BMW Motorrad</b>	11,791	-4.4	161,368	+6.0

\*\*\*fully-electric and plug-in hybrid BMW and MINI vehicles

## Corporate Communications

### Media Information

Date 6 December 2019  
Subject BMW Group sales continue to grow in November, with new all-time high also for electrified vehicles  
Page 4

#### **\*Consumption and emission data:**

**MINI Cooper S E Countryman ALL4:** fuel consumption combined: 2.1-1.9 l/100 km, power consumption combined 13.9-13.5 kWh/100 km, CO2 emissions combined: 47-43 g/km

**BMW 530e Sedan:** fuel consumption combined: 1,8-1,6 l/100 km, power consumption combined 14,5-13,8 kWh/100 km, CO2 emissions combined: 40-36 g/km

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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