

Media Information  
10 December 2013

**Embargo until 9:00 a.m. CET!**

## **BMW Group reports best November sales ever**

Robertson: Sales record for full year within reach

Global deliveries climb 2.7% to 174,996 vehicles

**Munich.** The BMW Group reported record monthly sales for November. With 174,996 BMW, MINI and Rolls-Royce vehicles delivered worldwide, sales were 2.7% higher than for the same month last year (prev. yr.: 170,461). Between January and November 2013, sales increased by 6.8% to reach a new all-time high of 1,777,017 vehicles (prev. yr.: 1,663,615).

Ian Robertson, Member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW: "Strong global demand for our products once again drove sales to a new all-time high in November, despite already high figures for the previous year.

Although conditions remain challenging in a number of European markets, in particular, we expect sales to continue to develop positively over the coming months. Our target of record sales for 2013 is now within reach. We are well on course to remain the world's number one manufacturer of premium vehicles once again in 2013."

**BMW** brand sales climbed 3.2% in November to 149,663 vehicles (prev. yr.: 144,980). In the first eleven months of the year, BMW delivered 1,499,308 vehicles, an increase of 8.0% (prev. yr.: 1,387,799).

New models played a vital role in BMW brand growth. To the end of November, the BMW Group delivered 18,355 of the new BMW 3 Series GT launched in June, making the BMW 3 Series GT a key factor in the 3 Series' success: With a total of 451,774 vehicles sold to the end of November (prev. yr.: 364,271), retail volumes were 24.0% higher than the previous year. Also, the new BMW 4 Series Coupé, which only came onto the market in October 2013, has already been delivered to 9,938 customers.

Sales of the BMW 5 Series, which, like the BMW X1, 3 Series, 6 Series and 7 Series, is the global market leader in its segment, rose by 2.7% to 332,280 units to the end of November (prev. yr.: 323,665). The BMW 6 Series also reported strong gains, with an increase in sales of 19.6% to 24,976 vehicles (prev. yr.: 20,886).

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About a month ago, the BMW Group presented the new **MINI** at its Oxford plant. Even with the upcoming model change, MINI sales remained at roughly the same high level as last year, with 24,873 vehicles sold worldwide in November (prev. yr.: 25,078/ -0.8%). Despite persistent market challenges in Europe, MINI deliveries for the first eleven months of the year were slightly higher year-on-year at 274,575 (prev. yr.: 272,775/ +0.7%). The new MINI Paceman (12,350) released in March 2013 was one of the main growth drivers.

At **BMW Motorrad**, retail sales climbed 8.8% in November to 7,342 units (prev. yr.: 6,749). A total of 108,872 motorcycles and maxi scooters were delivered to customers between January and November (prev. yr.: 100,289/ + 8.6%).

The **BMW Group** reported sales growth in nearly all of its markets in the first eleven months of the year.

In Europe, BMW Group sales to the end of November remained at roughly the same level as last year, with a total of 784,398 vehicles delivered (prev. yr.: 786,812/ -0.3%).

In Asia, sales climbed 17.4% to 522,070 vehicles between January and November (prev. yr.: 444,865). In Mainland China, the company increased retail sales by 19.7% year-on-year, with 354,153 deliveries (295,974). Year-to-date, the BMW Group also reported strong gains in other Asian markets, including Japan (56,675/ +12.6%) and South Korea (36,193/ +18.0%).

In the Americas, the BMW Group sold 411,014 vehicles from January to November, an increase of 10.1% over the previous year (373,398). Over the same period, the company delivered a total of 331,801 vehicles to customers in the US (prev. yr.: 303,728/ +9.2%). In Brazil, the BMW Group made especially strong gains, with the sale of 15,258 vehicles (prev. yr.: 8,886/+71.7%).

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**BMW Group sales in/up to November 2013 at a glance**

	November 2013	Comp. to previous year	Up to/incl. November 2013	Comp. to previous year
BMW Group Automobiles	174,996	+2.7%	1,777,017	+6.8%
BMW	149,663	+3.2%	1,499,308	+8.0%
MINI	24,873	-0.8%	274,575	+0.7%
BMW Motorrad	7,342	+8.8%	108,872	+8.6%

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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.

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