

Media Information
13 October 2016

BMW Group posts new September sales record

Worldwide sales total 237,973, increase of 10.5%

Year-to-date sales up 6.2%: 1,746,638 vehicles delivered

BMW deliveries increase 9.4% in September: 197,419 vehicles

MINI's best-ever month: 40,164 units sold, increase of 16.1%

Rolls-Royce achieves record third-quarter sales

BMW Motorrad sales reach new year-to-date high

Sales of BMW electrified models top 40,000 in year-to-date

Munich. The BMW Group achieved a worldwide double-digit sales increase in September, continuing the company's long-term upward sales trend and securing a new record for the month. A total of 237,973 vehicles were delivered to customers around the world, an increase of 10.5% on the same month last year. This result brings the year-to-date sales total to 1,746,638 – up 6.2% compared with the same period last year and the company's best ever sales result for the first three quarters of the year.

“Once again, the BMW Group has delivered strong sales growth across the company's line-up,” commented Dr Ian Robertson, Member of the BMW AG Board of Management with responsibility for Sales and Marketing BMW. “Demand for our premium models continues to grow around the world and in all vehicle classes. Customer interest in our broad range of electrified models is also stronger than ever, with a clear upward trend. Our policy of balanced global sales continues to deliver sustainable success and profitability remains our primary focus,” Robertson added.

In September, a total of 197,419 **BMW** brand vehicles were delivered to customers, an increase of 9.4% on the same month last year. Sales growth continues to be driven by the BMW X range: the BMW X1 was delivered to a total of 21,412 (+161.9%) customers in September; BMW X3 sales increased 12.9% (15,596); BMW X4 deliveries rose 15.9% (5,732) and BMW X5 sales climbed 17.6% with a total of 15,979 delivered to customers. Meanwhile, with well over 6,000 models sold around the world in September, sales of the BMW 7 Series more than tripled compared with the same month last year (6,210 / +237.5%). Overall year-to-date sales for the BMW brand stand at 1,479,936 – up 6.0% compared with the first three-quarters of last year.

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Sales of BMW's electrified models continue to grow, especially in Europe and the USA. More than 40,000 **BMW i and BMW iPerformance** vehicles have been sold so far this year, with the trend clearly increasing. Over 7,000 electrified BMW models were delivered to customers worldwide in September.

Sales of **MINI** brand vehicles increased by 16.1% in September with a total of 40,164 delivered to customers worldwide. "This is the first time more than 40,000 MINIs have been sold in a single month, which underlines the increasing customer demand for the brand," said Peter Schwarzenbauer, Member of the Board of Management of BMW AG, responsible for MINI, BMW Motorrad and Rolls-Royce. "Our biggest growth drivers are the newest members of the MINI family, the MINI Convertible and the MINI Clubman, demonstrating the success of our brand realignment," he added. In the first three quarters of the year, MINI sales rose by 7.2% (264,077).

Rolls-Royce Motor Cars announced the best ever third quarter sales performance in the history of the company, up 12.7% on the previous year. Demand was seen across all Rolls-Royce models, combined with significant interest in Dawn and Black Badge Wraith and Black Badge Ghost. Sales in the nine-month period from January to September totalled 2,625 units, up 0.8% on the previous year. This result is according to plan and the marque remains optimistic for a strong year in 2016.

Combined monthly sales of BMW and MINI in **Europe** totalled 121,583 in September, up 12.1% compared with the same month last year. The region's two largest markets both achieved significant sales increases: registrations of new BMW and MINI vehicles increased by 13.2% in Germany (28,891) and by 12.0% in the UK (45,714); this strong growth trend was also reflected in most markets in the region. Year-to-date sales in Europe are up 10.4% with a total of 806,917 vehicles delivered.

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Sales of BMW and MINI vehicles in **Asia** also achieved considerable sales growth in September with a total of 71,237 (+16.5%) vehicles delivered to customers. In Mainland China, a total of 49,204 BMW and MINI vehicles were delivered to customers (+19.6%); double-digit growth was also achieved in Japan, where sales totalled 8,531 (+12.7%). In the first three quarters of the year, a total of 548,014 BMW and MINI vehicles were sold in Asia, an increase of 9.2% compared with the same period last year.

Sales of BMW and MINI in the **Americas** decreased 2.7% in September compared with the same month last year, with a total of 38,258 vehicles delivered to customers in the region. Monthly sales in the USA totalled 29,413, a decrease of 5.2% compared with the same month last year. Meanwhile the strong upward sales increase in Mexico continued, with a total of 3,223 BMW and MINI vehicles delivered to customers, an increase of 18.1%. Year-to-date sales of BMW and MINI vehicles in the Americas total 337,079, down 6.5% compared with the same period last year.

BMW Motorrad continued to grow sales through September with a total of 12,215 units sold in the month, an increase of 10.2% compared with the same month last year. Year-to-date sales are up 3.2% with a total of 116,044 motorcycles and maxi-scooters delivered to customers in the first nine months of the year.

BMW Group sales in / ytd September 2016 at a glance

	In September 2016	Compared with previous year	ytd 09/2016	Compared with previous year
BMW Group Automotive	237,973	+10.5%	1,746,638	+6.2%
BMW	197,419	+9.4%	1,479,936	+6.0%
MINI	40,164	+16.1%	264,077	+7.2%
Rolls-Royce Motor Cars	390	+15.4%	2,625	+0.8%
BMW Motorrad	12,215	+10.2%	116,044	+3.2%

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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 31 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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