

Media Information
13 August 2019**Embargo: 09:00 a.m. CEDT****BMW Group sales increase further in July**

BMW, MINI and Rolls-Royce sales total 183,487, up 1.3%

BMW brand sales up 1.6% with 157,062 delivered to customers

BMW X vehicles grow sales 27.2%

Double-digit growth for BMW i3 sales

Nota: "Our model roll-out continues to have a positive impact"

Munich. BMW Group sales continued their positive trend in July: worldwide deliveries were up 1.3% on the same month last year, with a total of 183,487 premium BMW, MINI and Rolls-Royce vehicles sold. This brings the company's total sales for the year to date to 1,436,382 (+0.9%). This growth was achieved despite ongoing volatility in several markets around the world.

"In a highly competitive and challenging global market, our new model rollout continues to have a positive impact on our sales result, with new highs recorded both in the month and the year to date. This year, the BMW brand is launching 21 new or revised models and those already on the market are proving very popular with customers," said **Pieter Nota**, member of the BMW AG Board of Management responsible for Customer, Brands and Sales. "Sales of our BMW X vehicles are up over 27% in July; the launch of the new BMW X6 later this year is the final step in the complete renewal and expansion of this hugely successful range of vehicles. Meanwhile the pioneering BMW i3 is more popular than ever, with sales achieving double-digit growth once again in July."

Overall sales of **BMW** brand vehicles grew by 1.6% in July, with a total of 157,062 delivered to customers worldwide in the month. That result brings the brand's sales total for the first seven months of the year to 1,233,075 / +1.6%. Both figures represent new highs for the brand. The new or revised BMW X vehicles continue to be the brand's biggest growth drivers, with global sales of the BMW X2 up 43.6% in July, while sales of the BMW X3 rose by 56.7%. In total, 72,147 BMW X vehicles were delivered to customers worldwide in the month, accounting for 45.9% of the brand's overall sales.

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Almost six years after it was first launched, sales of the innovative BMW i3 achieved double-digit growth in July with 2,691 vehicles (+12.6%) delivered to customers

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worldwide. Ahead of the upcoming market launch of the new BMW 330e* plug-in hybrid, overall sales of **BMW Group electrified** vehicles were lower than in July last year, with 10,069 (-5.4%) fully-electric and plug-in hybrid BMW and MINI brand vehicles delivered worldwide. As well as the electrified BMW 3 Series, this year will also see the launch of the new BMW X5 xDrive45e* plug-in hybrid and the fully-electric MINI Cooper SE*, which has generated significant customer interest since it was first revealed in July. By 2023, the BMW Group will have 25 electrified models on the market, more than half of which will be fully electric.

In a highly competitive segment, and with the company maintaining its focus on profitability, **MINI** brand sales were at the previous year's level in July with a total of 26,031 (-0.8%) delivered worldwide. Sales in the year to date totalled 200,379 (-3.5%).

BMW Motorrad sales continue to grow strongly, with year-to-date deliveries up 7.3% (109,280). In July, a total of 16,092 (+8.3%) premium BMW Motorrad motorcycles and maxi scooters were delivered to customers around the world.

BMW sales in the regions/markets

Despite the various headwinds currently affecting the automotive industry, in July the BMW brand once again achieved increased sales in its three largest markets. The brand achieved its sixth straight month of growth in the USA (23,015 / +4.7%) and double-digit growth in both Mainland China (51,377 / +16.4%) and Germany (24,039 / +28.1%**). While the global market environment looks set to remain highly competitive and volatile, the BMW Group expects to achieve a slight increase in sales in 2019. The company continues to follow its strategy of prioritising profitability before volume.

BMW & MINI sales at a glance

	In July 2019	Compared with previous year %	YTD 07/2019	Compared with previous year %
Europe	75,511	-1.9	625,463	-2.1
- Germany**	28,387	+26.5	192,392	+7.0
- UK	11,943	+4.6	132,304	-2.4
Asia	69,394	+7.1	521,639	+6.9
- China (Mainland)	53,953	+15.6	404,023	+16.6
- Japan	5,200	+6.5	41,968	+2.2
Americas	34,013	-1.4	255,451	-1.7
- USA	25,842	-1.7	199,865	-1.2
- Latin America	4,779	-1.5	30,360	-1.4

**Provisional registration figures

BMW Group sales in/ytd July 2019 at a glance

	In July 2019	Compared with previous year %	YTD 07/2019	Compared with previous year %
BMW Group Automotive	183,487	+1.3	1,436,382	+0.9
BMW	157,062	+1.6	1,233,075	+1.6
MINI	26,031	-0.8	200,379	-3.5
BMW Group electrified***	10,069	-5.4	69,670	-2.3
BMW Motorrad	16,092	+8.3	109,280	+7.3

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

*Consumption and emission data:

BMW 330e Sedan: fuel consumption combined: 1.9-1.6 l/100 km; power consumption combined: 15.4-14.8 kWh/100 km; CO2 emissions combined: 43-37 g/km

BMW X5 xDrive45e: fuel consumption combined: 2.0-1.7 l/100 km; power consumption combined: 23.5-20.3 kWh/100 km; CO2 emissions combined: 47-39 g/km

MINI Cooper SE: fuel consumption combined: 0.0 l/100 km, power consumption combined 16.8-14.8 kWh/100 km, CO2 emissions combined: 0 g/km

Corporate Communications

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Email: presse@bmwgroup.com**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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