

BMW Group Corporate and Governmental Affairs

Media Information
5 September 2008

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BMW Group reports 2% sales increase in August

101,673 vehicles delivered to customers worldwide

Year-to-date growth of 4.1%

China and Russia show particularly dynamic growth

Munich. The BMW Group increased its sales again in August. The company delivered a total of 101,673 (prev.yr.: 99,725) automobiles worldwide in the month under review. This represents a gain of 2.0%. For the year to the end of August 992,339 BMW, MINI and Rolls-Royce vehicles had already been handed over to customers – an increase of 4.1% (prev.yr.: 952,867) over the same period in 2007.

With 85,315 (+0.4% / prev.yr.: 84,972) vehicles sold, the BMW brand was at the same level in August as the previous year. Since the beginning of the year sales have risen 2.2% overall to reach a new high of 829,344 (prev.yr.: 811,327) units.

In August deliveries of the MINI brand were up 10.8% to reach 16,257 vehicles. For the year to the end of August global sales totalled 162,297 (prev.yr.: 141,081) units – an increase of 15.0%. With its responsive engines combining driving fun and fuel efficiency, the MINI brand is more popular than ever, particularly in the U.S. market. With sales of 5,469 (prev.yr.: 4,076) vehicles in August, 34.2% more MINI cars were delivered to customers. Compared to the same period last year almost a third more MINI (+32.4%) were sold in the United States from January to August to reach 36,932 units (prev.yr.: 27,904).

Rolls-Royce Motor Cars delivered 101 Phantom automobiles in August (+23.2% / prev.yr.: 82). For the year to the end of August 698 (+52.1% / prev.yr.: 459) vehicles were sold.

As far as the regions and markets are concerned, once again it was primarily the Asian (+32.4% / 12,139 / prev.yr.: 9,171) and Eastern European (+19.4% / 3,672 / prev.yr.: 3,075) markets that were driving the BMW Group's sales growth in August, while sales in Western Europe (46,227) were down by 2.5%. In North America deliveries exceeded last year's level by 1.7% (33,338 / prev.yr.: 32,789). In Germany, Western Europe's largest automobile market, 17,912 vehicles were delivered in the past month (-7.0% / prev.yr.: 19,252). However, the company performed better than the total market, which shrank by 10.4%.

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The Chinese market once again showed particularly dynamic growth. With 5,523 (prev.yr.: 3,432) vehicles sold, sales climbed 60.9% in August. This includes 2,806 BMW 3 Series (1,180) and 5 Series (1,626) manufactured locally by the Chinese joint venture BMW Brilliance Automotive Ltd. in Shenyang. The joint venture is celebrating its fifth anniversary this month. On 4th September the 100,000th locally-produced BMW was presented to a Chinese customer. Among the Eastern European markets Russia was again one of those with the highest growth rates. The BMW Group sold 1,744 vehicles there in the month under review: 28.4% more than in August 2007 (1,358).

Ian Robertson, member of the Board of Management of BMW AG responsible for Sales and Marketing:

“The difficult economic conditions on the global automobile markets remain a major challenge. However, the BMW Group was able to continue to grow during the month with a strong focus on high performing and profitable markets across the world. New model activity will accelerate over the next few months with the launch of the new BMW 7 Series as well as significant changes to the BMW 3 Series models.”

The Motorcycles Segment saw a decrease in sales volume in August. BMW Motorrad sold 6,338 (-9.0% / prev.yr.: 6,963) motorcycles in the month under review. In the first eight months of the year 72,954 units (-2.9% / prev.yr.: 75,114) were delivered to customers.

BMW Group sales in/up to August 2008 at a glance

	In August 2008	comp. with prev. year	Up to and incl. August 2008	comp. with prev. year
BMW Group Automobiles	101,673	+2.0%	992,339	+4.1%
BMW	85,315	+0.4%	829,344	+2.2%
MINI	16,257	+10.8%	162,297	+15.0%
Rolls-Royce	101	+23.2%	698	+52.1%
BMW Motorcycles	6,338	-9.0 %	72,954	-2.9%

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