

BMW Group

Latin America & the Caribbean

Press

Media Information

BMW Group grows in Latin America & the Caribbean in 2009 despite of the decreasing tendency in the premium car market

Munich. During the period from January to October 2009, the BMW Group Latin America and the Caribbean sold 11,289 vehicles of its brands BMW and MINI (+1% vs. previous year). The core premium car market* has decreased in the same period by -7.3%. In October, 1,740 units were sold in the region, a growth of 52% vs. the previous year (BMW 1,429/ +34% and MINI 311/ +299%). These achievements in October were the result of the good performance in Brazil, Argentina, Colombia, Chile and Panama. Gernot Volkmer, CEO BMW Group Latin America & the Caribbean said: "Even though the market experiences a decrease in 2009, BMW and MINI are growing in the region. Latin American Customers do value the reliable quality, sporty performance and the elegant design of our products and this is the reason for our leadership in the premium car market. The joy of driving is our key value".

BMW Group continues to perform successfully as a result of its renewed premium product program that started in 2009 with the launch of the brand's flagship, the new BMW 7 Series, the new BMW Z4 Roadster, and the M versions of the BMW X5 and BMW X6. The product offensive will continue with the launch of the first premium compact SAV (Sports Activity Vehicle) in the region, the new BMW X1, as well as with the new BMW 5 Series Gran Turismo scheduled to arrive in Latin America by early 2010. Ian Robertson, Member of the Board of Management of BMW AG, responsible for sales and marketing said: "Our goal is to remain the world's leading premium manufacturer."

BMW

Until October 2009, a total of 9,855 BMW vehicles were delivered in the Latin America and the Caribbean region. The 3 Series Sedan remains to be the best selling model in the core premium car market* with 3,892 units retailed in 10 months and 41% share of the premium small Sedan segment**. The Sports Activity Coupe (SAC) BMW X6 continued to create a new segment, and showed a strong growth per October particularly in Brazil 304 units (+271%) and also in Argentina 174 units (+195%).

MINI

The MINI brand retailed in the region 311 units in October (+299%). The sales performance from January until October shows a growth of 115% vs. previous year (1,434 units). The Brazilian market has launched MINI in the first quarter of 2009 and achieved already in 7 months 652 units. Colombia with 193 units (+60%) and Chile with 145 units (+24%) were also very successful.

Note:

**the core Premium car market referred to in this communication includes the three German core premium brands BMW, Mercedes Benz and Audi that offer comparable model ranges. The stated market shares refer therefore to this segmentation.*

***the Premium small Sedan segment referred to in this communication includes the three German premium small sedan models BMW 3 Series, Mercedes Benz C Class and Audi A4. The stated market shares refer therefore to this segmentation.*

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About BMW Group: Global player in car's manufacture industry, with heart in Munich.

BMW Group was founded in Munich in 1917 as "Bayerische Motoren Werke GmbH", becoming in 1918 a public company ("AG"). Initially, the company was focused on the development and production of aircraft engines. From 1923, also on motorcycles, and in 1928 it trace its existence as a successful car manufacturer. It currently has 23 production plants in 13 countries, with representation in over 150 countries through its distributors and more than 107.000 employees. In 2008, BMW Group achieved sales for over one million four hundred thousand cars, of which 1.202.239 were BMW, 232.452 MINIs and 1.212 were Rolls Royce. BMW Motorrad sold 101.685 motorcycles.

BMW Group is the only automobile company in the world that works with all its brands exclusively in the premium segment. These brands are: BMW, MINI, Rolls-Royce and BMW Motorrad.

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*Information about BMW Group and their products, with texts and high definition pictures can be found at the Internet on the BMW Pressclub:
www.press.bmwgroup.com*

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