

BMW Group Latin America & the Caribbean Corporate Communications

Press Release

BMW Group with record sales in Latin America and the Caribbean markets

Sales in the first 9 months of 2010 reached 16,006 units and up 68% from previous year

Panama. 22 October 2010. The BMW Group has achieved historical record sales in the Latin American and the Caribbean region in the first nine months of 2010 with a growth of 68% compared to the same period of 2009. A total of 16,006 BMW and MINI vehicles were delivered to customers in 2010 (prev. yr. 9,549 units). In September 2,377 BMW and MINI vehicles were sold in comparison to 1,555 units in same month of 2009.

In all main markets in the Latin America and the Caribbean region the BMW Group achieved peak performance in the first 9 months of 2010: Chile (1,581 / +94%), Brazil (7,101 units / +91%), Argentina (3,106 units / +53%), Panama (488 units / +43%), and Colombia (1,588 units / +35%).

“BMW Group will continue to grow in 2010 as well as in 2011 in the Latin America region. Despite of the worldwide economical crisis we have maintained our number one position in the premium segment in the region and aim to reach a solid double-digit growth compared to 2009. Today, there are 102 new BMW and MINI showrooms established in the region and we are on track to achieve our aim to have more than 140 dealerships by the end of 2011. Our product portfolio will further support this growth with the second generation of the very successful BMW X3 and, for the first time in Brazil we will offer the BMW Active Hybrid 7 to customers. In addition, with the new MINI Countryman with 4 doors; with 4-wheel drive and 4 meters in length we can now offer a whole new exciting dimension to the MINI fans. All these models will be put on stage at the Sao Paulo Motor Show in October as well as the BMW Vision Efficient Dynamics Concept car that will be presented for the first time in Latin America. We are already offering a wide range of fuel-saving EfficientDynamics technologies in the region and this Vision concept car clearly shows our opportunities to achieve even further results in energy management” said Gernot Volkmer, CEO of the BMW Group Latin America & the Caribbean.

The BMW brand delivered 2,075 vehicles to customers in September 2010 (prev. yr. 1,356 units / +53%) and 13,953 units (prev. yr. 8,426 units / +66%) after 9 months in 2010 in the Latin America and the Caribbean Region. In September, BMW in Chile

delivered 436 units setting the record of the best month in sales for an importer market in the region. With 1,412 BMW units up to September (+103% vs. prev. yr), Chile now represents the largest BMW importer market in the Latin American and the Caribbean region. Brazil, the largest BMW market, achieved up to September 2010 5,920 units sold with a growth of +83%, followed by Argentina which achieved the highest single month ever for the subsidiary with 353 units, a total of 2,772 units sold and +59% vs. prev. yr.

The main growth drivers were the BMW 3 Series Sedan, the new BMW X1 and the all-new BMW 5 Series. The BMW 3 Series, with 4,772, up 47% versus previous year. The New BMW X1, the first compact SAV, with only 9 months of sales at 2,405, is the number one sold premium SAV in the market. The BMW 5 Series Sedan, with only a few months of sales since launched, has achieved 948 units already, up 22% versus same period in 2009.

MINI continues to grow strong in the region. In September, MINI achieved record sales of 302 units, up 52% in comparison to 2009, 2,053 MINIs were delivered to excited customers in the first 9 months (prev. yr. 1,123 units / +83%), an all time high in the Region. MINI in Brazil continues to be a success story with 1,181 units sold until September, 2.5 times more than the same period in 2009. Other markets also showed strong growth: Chile with 169 units (+43%), Colombia with 221 units (+36%) and Argentina with 334 units (+19%).

In September 2010, BMW Motorrad sold 694 motorcycles in the Latin American Region (prev. yr. 356 units, +95%). After 9 months, 4,516 motorcycles have been delivered to customers achieving +76 % growth versus previous year and, an all time sales record. BMW Motorrad continues on a steady growth path even while the markets still remain challenging. Brazil achieved the highest growth in the region with 2,368 (+ 100%), followed by Argentina 1,350 (+75%), Chile 267 (+ 59%) and Colombia 188 (+40%) vs. prev. yr.

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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:

BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

If you have any queries, please contact:

Corporate Communications

Orosman Gonzalez, Corporate Communications BMW Group Latin America

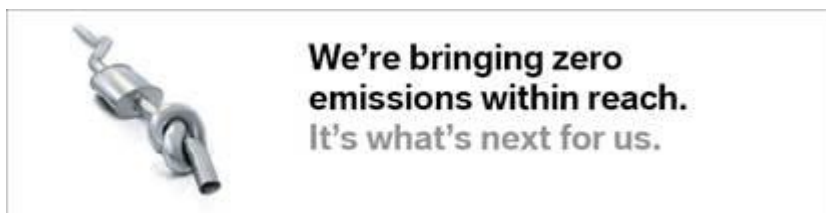
Telephone: +507 208-4000

Larissa Nicolau, Corporate Communications BMW Group Brazil

Telephone: + 55 11 5504 0618

Dan Christian Menges, Corporate Communications BMW Group Argentina

Telephone: +5411 5555-6000



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