

# **BMW Group Latin America & the Caribbean Corporate Communications**

## **Press Release**

### **BMW Group achieved the best year ever in sales in Latin America and the Caribbean**

BMW maintained the No. 1 position as the leader of the premium segment in the whole region

Also MINI and BMW Motorrad with record results

**Panama. 28 January 2011.** The BMW Group completed 2010 with an all time record in sales of 22,235 BMW and MINI cars in the Latin American and the Caribbean Region. This achievement represents a growth of 51% (prev. yr 14,761) for the region. All main markets in the Latin American and the Caribbean Region grew consistently in 2010: Chile (2,240 units / +102%), Argentina (4,279 units / +57%), Brazil (9,886 units / +55%) and Colombia (2,203 units / +26%).

"We were able to convey these very satisfying results thanks to our young and dynamic product portfolio and the strong and motivated dealer network across the region. Part of the success in 2010 has been the introduction of four important new models: the new BMW X1 and BMW X3, the new BMW 5 Series and the all new MINI Countryman, creating a completely new target group for MINI" said Gernot Volkmer, CEO of the BMW Group Latin America & the Caribbean.

The BMW brand maintained its leadership position in the Premium segment (\*) with 19,078 vehicles delivered to customers in 2010 (prev. yr. 12,768 units / +49%) in the Latin American and the Caribbean Region. BMW Brazil continued to grow strongly to 8,166 units (prev. yr 5,375 / +52%) and managed to achieve its best year ever in sales as well as BMW Argentina with 3,731 units (prev. yr 2,353 / +59%). The best performing importer market Chile delivered 1,936 units (prev. yr 1,036 / +87%).

All products contributed to the year-end performance. Especially the BMW 3 Series Sedan, the new BMW X1, the BMW 1 Series Hatch 5 door and the all-new BMW 5 Series Sedan were among the top contributors and performers in 2010. The BMW 3 Series remains the best selling model for BMW with 6,471 units (prev. yr. 5,161 / +25%). The New BMW X1, the first compact SAV, has achieved 3,242 units after its first full year of sales and represents the best selling SAV in the Premium segment (\*). Furthermore, the BMW 1 Series Hatch 5 door with 2,262 units sold (prev. yr 2,090 / +8%) continues to dominate the Premium compact segment. Finally, with only 6 months of full availability in the markets, the new BMW 5 Series Sedan reached 1,341 units sold to customers (+22% vs prev. yr).

MINI also experienced outstanding results and its best year ever in the region with 3,157 units delivered to fans (prev. yr 1,993 / +58%). The continuously growing acceptance of the MINI brand and the expansion of the importer and dealer network have been key to this success. MINI in Brazil achieved 1,720 retailed units and sets the benchmark in the premium compact segment with its first full year of sales in this market. MINI in Argentina showed the best performance ever with 548 units delivered (prev. yr 380 / +44%). Chile and Colombia compete to be the No. 1 importer market within the region in sales with 304 and 303 units respectively.

With 6,552 motorcycles sold in the Latin American and the Caribbean Region, BMW Motorrad reached record sales and grew +86% (prev. yr 3,031 units) during a very challenging year. Brazil is the largest market with 3,507 units (prev. yr 1,615 / +117%) showing great performance and sales growth. Within the importer market region, Chile and Colombia represent the No.1 with 440 units (+79% vs prev. yr) and No. 2 with 335 units (+57% vs prev. yr) ranked markets of the world respectively.

#### **BMW Group Sales in 2010 at a glance**

|   | <b>In December 2010</b> | <b>Compared to previous year</b> | <b>Up to / incl. December 2010</b> | <b>Compared to previous year</b> |
|---|-------------------------|----------------------------------|------------------------------------|----------------------------------|
| Argentina                               | 325                     | 160%                             | 3,731                              | 59%                              |
| Brazil                                  | 760                     | 1%                               | 8,166                              | 52%                              |
| Importers                               | 490                     | 7%                               | 7,181                              | 42%                              |
| <b>Total BMW</b>                        | <b>1,575</b>            | <b>18%</b>                       | <b>19,078</b>                      | <b>49%</b>                       |
| Argentina                               | 74                      | 640%                             | 548                                | 44%                              |
| Brazil                                  | 301                     | 50%                              | 1,720                              | 68%                              |
| Importers                               | 158                     | 84%                              | 889                                | 51%                              |
| <b>Total MINI</b>                       | <b>533</b>              | <b>79%</b>                       | <b>3,157</b>                       | <b>58%</b>                       |
| Argentina                               | 399                     | 196%                             | 4,279                              | 57%                              |
| Brazil                                  | 1,061                   | 11%                              | 9,886                              | 55%                              |
| Importers                               | 648                     | 20%                              | 8,070                              | 43%                              |
| <b>Total BMW Group</b>                  | <b>2,108</b>            | <b>29%</b>                       | <b>22,235</b>                      | <b>51%</b>                       |
| Argentina                               | 129                     | 98%                              | 1,795                              | 69%                              |
| Brazil                                  | 445                     | 49%                              | 3,507                              | 117%                             |
| Importers                               | 157                     | 51%                              | 1,250                              | 48%                              |
| <b>Total Motorcycles (BMW Motorrad)</b> | <b>731</b>              | <b>111%</b>                      | <b>6,552</b>                       | <b>86%</b>                       |

Importers (\*\*)

\* \* \*

**Note:**

*(\*) the premium segment 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.*

*(\*\*) Importers*

*The BMW Group Latin America & the Caribbean is covering following markets: Aruba, Barbados, Bolivia, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curaçao, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, St. Lucia, Trinidad & Tobago, Uruguay, Venezuela.*

*Information about BMW Group and their products, with texts and high definition pictures can be found at the Internet on the BMW Press Club Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)*

**If you have any queries, please contact:**

**Corporate Communications**

Orosman Gonzalez, Corporate Communications BMW Group Latin America

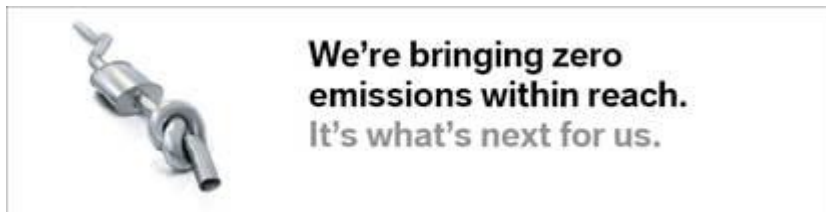
Telephone: +507 208-4000

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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