

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

## **Press Release**

### **BMW Group with record sales in Latin America and the Caribbean**

BMW X1 is the new Best Seller!

**Panama. 21 April 2011.** The BMW Group starts 2011 with the strongest performance in sales ever in the Latin American and the Caribbean Region. With 6,220 BMW and MINI cars sold in the first quarter of 2011 (prev. yr. 4,173 units / +49%), nearly all markets contributed to these positive results. Brazil alone achieved an all time record sales of 2,924 BMW and MINI which represented a growth of +76% versus the same period of 2010. Quarter sales also increased strongly in Chile (703 units / +78 %), Panama (213 units / +28%) and Colombia (565 units / +19%).

“The BMW Group remains the most successful premium automobile company in Latin American and the Caribbean. Our customers like the state-of-the-art design, the high quality and the safety of our products and services. We are especially satisfied with the success of the BMW X1. That model exceeded our expectation in Q1 2011 by far and has become the new best seller in the Latin American Region.”, said Gernot Volkmer, CEO of the BMW Group Latin America & the Caribbean.

#### **BMW.**

The BMW brand shows a strong start in 2011 and consolidates its leadership position in the Premium segment (\*). In the first Quarter of 2011, 5,250 vehicles were delivered to customers (prev. yr. 3,680 units / + 43%) in the Latin American and the Caribbean Region. The most successful market for BMW is Brazil with 2,368 units showing a steady growth versus previous year of +72 % (prev. yr 1,380). BMW in Chile achieved a new record in 2011 with 627 retailed units in the first 3 months (prev. yr. 359 / +74.7%) and underlines its leadership position in the Premium segment.

#### **The BMW X1 establishes a new segment**

The BMW X1 has developed into the most successful BMW model in Latin America and the Caribbean. 1,242 units (+236% vs. prev. yr.) were delivered to customers

which demonstrate the clear leadership position of the BMW X1 in the new compact SAV segment.

A brand new **Sport Package\*\*** is now available for the BMW X1 that will underline the presence and dynamic of this model even stronger. All the other models of the BMW X family like the BMW X6, the BMW X5 and the brand new BMW X3 convinced as well with strong growth rates. The BMW X3 already achieved 267 units (+64%) in the first quarter of 2011 and the BMW X5 continues to be an icon in its segment with 413 units sold (+34% vs. prev. yr.). The BMW xDrive technology is the most sold all-wheel-drive system in the Premium segment in the world.

### **MINI.**

The MINI brand almost doubled its sales with 970 retails (prev. yr. 493 / +97%) in the first Quarter of 2011. This success has been clearly supported by the new MINI Countryman, the 4<sup>th</sup> model of the MINI brand that has been recently launched in the region (+285 units). MINI in Brazil continues to be benchmark in the compact premium segment with a result of 556 units (prev. yr. 278 / +100%).

**BMW Motorrad.** With 1,525 motorcycles sold in the Latin American and the Caribbean Region, BMW Motorrad achieved also record sales and growth of +35.1% (prev. yr. 1,129). In Brazil, the largest market for BMW Motorrad, 767 units were delivered to customers showing the strongest achievement in 3 months of +53.7% (prev. yr. 499). This performance goes in line with the recent “Golden Motorcycle” recognition in Brazil that included the following awards: Maxitrail with the BMW F 800 GS, Naked with the BMW K 1300 R, Sports with the BMW S 1000 RR, the “Best Image in terms of quality” and “Most Pleased Customer”. Within the importer markets, Chile (126 units / +70%) and Colombia (100 units / +32%) as the volume strongest importer markets for BMW Motorrad worldwide contributed clearly to the successful performance.

### **BMW Group Sales in Q1 2011 at a glance**

Chart.

	<b>Up to / incl. March 2011</b>	<b>Compared to previous year</b>
Total BMW	<b>5,250</b>	<b>43%</b>
Total MINI	<b>970</b>	<b>97%</b>
Total BMW Group (Cars)	<b>6,220</b>	<b>49%</b>
Total BMW Group (BMW Motorrad)	<b>1,525</b>	<b>35%</b>

\* \* \*

**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.*

*(\*\*) Pictures of the Sport Package for the BMW X1 are attached to this press release.*

*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)*

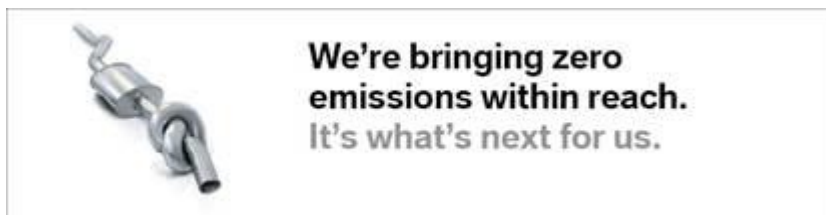
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