

BMW Group reaches 15,188 sold units in Latin America and the Caribbean countries.

With new launches and a strong product portfolio, BMW Group faced the economic challenges and leads the luxury segment in five of its biggest markets.

February 03, 2016.- Despite the macroeconomic complex situation in Latin American countries such as the fall of oil prices and other important factors and the fall of copper, BMW Group is leading in five out of six of the biggest markets in the area, surpassing its market share of 2014. These markets are Chile, Peru, Panama, Costa Rica and Guatemala. BMW Group placed its three brands BMW, MINI and BMW Motorrad supported by a punctual product market strategy that allowed meeting the consumer requirements with a total of 15,188 vehicles in Latin America and the Caribbean.

During 2015, the **BMW** brand presented the aesthetic renewal of BMW Series 1 and BMW Series 3, as well as the launch of the revolutionary and completely new BMW Series 2 Active Tourer, the new BMW X1 generation and the flagship of the brand, the BMW Series 7. The main sales were focused on the X models and Series 3, while BMW Series 2 Cabrio, Series 1 five doors, Series 4 Gran Coupé, BMW X4 and the electric vehicles BMW i3 and connectable hybrid vehicles BMW i8 had their best year in history.

MINI presented the high performance version John Cooper Works of the traditional hatchback and the new MINI Clubman whose main feature is the double back door and that this second generation uses a long platform providing practicality and comfort. It is confirmed as a fun and functional vehicle that is very well accepted by the consumers. MINI placed a total of 1,582 units in the region.

On its turn, **BMW Motorrad** presented the BMW S 1000 RR, BMW R 1200 R, BMW F 800 R, BMW S 1000 XR and BMW R 1200 RS models to the market. Also, it placed 3,000 motorcycles in the region.

BMW Group success during this period of time goes beyond the sales of Premium vehicles. During 2015, the company was strengthened with its showroom remodeling as well as the workshop in Asunción, Paraguay, and with the start-up of new dealers throughout the region, getting thus prepared for the year 2016 when new products will be presented, the market will be widened for electric or connectable vehicles and there will also be significant operation developments in the area.

“2015 was a challenging year; however, the dedication and leadership of the región’s importer group allowed reaching competitive sale figures for each of the brands. Our objective is to continue being the leader during 2016, improving customer attention and service for all our customers”, said Rolf Epp, BMW Group’s CEO for Latin America and the Caribbean.

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Cumulative as of December 2015	
BMW	10,606
MINI	1,582
BMW MOTORRAD	3,000

**About BMW Group**

With its three brands, BMW, MINI and Rolls-Royce, BMW Group is the Premium manufacturer leading the motor vehicle and motorcycle market; and its turn, it provides financial services and high-quality mobility products. Being a global company, BMW Group operates 30 manufacturing and assembly facilities in 14 countries and has a global sales network in over 140 countries.

In 2015, BMW Group sold approximately 2,247,000 motor vehicles and about 137,000 thousand motorcycles worldwide. Earnings before taxes for the year 2014 were about 8.71 billion Euros on revenues that totaled 80.40 billion Euros. As of December 31, 2014, BMW Group had a workforce totaling 116,324 employees.

BMW Group's success has always been based on the long-term thought and responsible actions. Therefore, the company has established ecologic and social sustainability throughout the chain of value, responsibility in its products and a clear commitment with resource preservation as part of its strategy.

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