

BMW Group Mexico, Latin America and the Caribbean communicates the regional sales results relevant to 2016

- BMW Group reports record sales results for the brands BMW, MINI and BMW Motorrad.
- The strategy of centralizing the business operations of the office located in Mexico City shows a positive impact of sales within the countries of that region.

Mexico City, January 16, 2016 – BMW Group reached globally its best sales numbers in 2016 – this is the sixth consecutive year where the company has established a new record, maintaining its position as the world leader company in premium vehicles. With a constant sale increase during the whole year, a total of 2,367,603 vehicles of the BMW, MINI and Rolls-Royce brands were placed globally in 2016, achieving a 5.3% increase with regard to the previous year. The last year also recorded historic sales results of motorcycles BMW Motorrad, with 145,032 units delivered to customers (+5.9%).

BMW Group Mexico, Latin America and the Caribbean, on the other hand, and as a result of the implementation of strategies that integrate the zone regionalization, place the customer in the middle of the activities, the continuous remodeling and opening of dealerships, as well as the constant renovation and expansion of the range of vehicles, records positive results with sales of 34,670 BMW and MINI vehicles (+15.4% in comparison with 2015), while BMW Motorrad placed 8,321 units in 2016 (+44.9%).

The result of the commitment BMW Group assumed with the Americas, which represents one of the growing markets for the company, has been highly efficient, productive and satisfactory: “We see a strong market; the sales numbers and the remuneration of the consumers show that. This year end with a growth above the premium segment places us on an important position within the market,” said Dr. Alexander W. Wehr, President and CEO for Mexico, Latin America and the Caribbean.

Mexico, main market of Latin America with the biggest sales number for BMW Group.

The sales recorded in 2016 place BMW Group in Mexico on an important position within the luxury segment of the country. In the vehicles market, the BMW brand recorded sales of 14,611 units, which represents an increase of 20.1% with reference to previous year. The MINI brand sold 6,028 units, increasing 13.6%, while BMW Motorrad placed 3,252 motorcycles, recording an increase of 24.4% in comparison with 2015.

As the Financial signature of BMW Mexico, Latin America and the Caribbean, BMW Financial Services served significantly the achievement of the results in Mexico, as historic levels of BMW, MINI and BMW Motorrad vehicles funding were achieved, with 10,895 contracts of new units, through an aggressive offer of financial products such as: Traditional Credit, Select, Leasing and Owner Choice.

“Mexico is the Latin American market with the best growth, and the biggest sales volume for BMW, level that the German brand intends to preserve this year, in which we foresee a positive business perspective”, states Dr. Alexander W. Wehr.

Latin America, strategic region for BMW Group

On the markets of Latin America, where BMW Group operates business through importers, BMW Group sales recorded a total of 9,400 BMW vehicles delivered to customers (-11.4% in comparison with 2015), 1,450 MINI (-8.3%) and 2,912 BMW Motorrad motorcycles (-4.5%), result of the politic and economic instability on different markets in which BMW Group has presence in the region, such as Chile and Colombia.

For the countries of Latin America, BMW Financial Services has presence under the figure of "Cooperation Markets", in Peru, Chile, Colombia, as well as Argentina, achieving historic results with the funding of 35% over total of units sales, with a portfolio of Financial products designed according to the market conditions in each of these countries.

"Latin America is a very important region to us, although generally the markets can be highly volatile, at times. Our strategy has always been not to focus in only one market, for example, but to invest and develop the business in the entire region in order to compensate the casualties of a country with the performance of other regions. We foresee for 2017 a more stable year with a positive business perspective", said Antonio Antela Martinez, CEO of BMW Group for Latin America.

BMW Group with more presence than ever in Argentina

In Argentina, BMW Group reached important results, as there were sold 2,809 BMW vehicles, which represent an increase of 780.6% in comparison with 2015. MINI did likewise with 372 units, which represent an increase of 490.5%, while BMW Motorrad reached an increase of 2,723.7% on its sales with 2,146 motorcycles delivered to customers. The numbers highlight a business restart in the automotive market, especially of the premium segment, after recent politic and macroeconomic changes.

Rolf Epp, CEO for BMW Group Argentina, said that the dealers' network will be expanded shortly in the South American country. "What is real is that we are now performing a detailed analysis of the future for the Argentine market, and for this year we consider we are very well covered with the commercial network. However, we are on a constant dialogue with our official dealerships, listening to their concerns and needs. And, surely, from 2017 we will expand our sales network. BMW, MINI, BMW Motorrad, and all their after-sales structure, have more presence than ever before as a subsidiary in Argentina since its establishment in 2000".

According to Dr. Alexander W. Wehr, "The sales results of 2016 reflect the planning and implementation of strategies that aim to provide the maximum satisfaction to the customer; in BMW we have the vision and the objective of continue to be the leader, developing products and services for the individual mobility globally and for that matter, planning is a key element to the extent that the short-, medium- and long term are visualized."

In 2016, the purpose of the implementation of the regional strategy was that the 335 points of sale and service in Mexico, Latin America and the Caribbean, provide complete satisfaction of the customer through a focus that overcome all expectations. In this program, the partners of the company are performing an investigation that reaches 200 million dollars at a regional level, between the three brands.

Certainly, the decision of restructuring the zone – placing Mexico as the center of operations of Latin America – has provided satisfying results, because having a more robust front for attending the needs of each market, the strategies permeate in an organic way.

About BMW Group

With its three brands BMW, MINI and Rolls-Royce, BMW Group is the premium manufacturer leader in vehicles and motorcycles; which, in turn, provides financial services and products of high quality mobility. As a global company, BMW Group operates 31 production and assembling facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, BMW Group sold approximately 2 millions 367 thousand vehicles and about 145 thousand motorcycles around the globe. The earnings before taxes for 2015 were of approximately 9 thousand 22 million Euros on revenues that totals 92 thousand 18 million Euros. At December 31, 2015, BMW Group had a workforce of 122,244 employees.

The success of BMW Group has always been based on the long term thinking and the responsible action. Thus, the company has established the ecologic and social sustainability throughout the value chain, responsibility on the products and a clear commitment to the conservation of the resources as an integral part of its strategy.

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About BMW Group Mexico, Latin America and the Caribbean

BMW Group in the region of Latin America commercializes the three brands BMW, MINI and BMW Motorrad; as well as in some countries is also included the sub-brand BMW i. BMW Group Mexico started its activities at the end of 1994, and thus celebrated in 2015 the 20th anniversary of presence in this country. In the region of Latin America, the first importer was located in Ecuador in 1985, so there is presence since more than 50 years.

The Group has two sites in Brazil, one located in Araquari, Santa Catarina, focused on the production of automobiles. The other site is located in Manaus, Amazonas, which are the first facilities that manufacture two-wheel vehicles of the brand outside Germany. In July 2014, it was announced the investment of a thousand million dollars for the construction and operation of a production plant in San Luis Potosi, Mexico; which will start its operations in 2019 with the new generation of the BMW 3 Series.

The BMW Group region in Mexico, Latin America and the Caribbean consists of 26 countries: Argentina, Aruba, Bahamas, Barbados, Bolivia, Curacao, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Cayman Islands, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Dominican Republic, Saint Lucia, Surinam, Trinidad and Tobago and Uruguay. Of these countries, 26 offer the BMW brand, 19 offer the MINI brand, 13 the BMW Motorrad brand and 4 the sub-brand BMW i.

Besides, it has a service and after-sales organization, which provides customer support.

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