

BMW Group Mexico, Latin America and The Caribbean reaches outstanding results in sales during this year's first quarter.

- BMW Group registers record sales results for the brands BMW, MINI and BMW Motorrad in the region;
- The successful strategy of placing the customer in the core of its actions has good results;

Mexico City, April 20, 2017 – BMW Group at a worldwide level breaks sales records during this year's first quarter reporting a 5.3% growth regarding the same period of the previous year, which means that 587,237 units from the main brands, BMW, MINI and Rolls-Royce were delivered to the customers. Sales for BMW Motorrad, on its side, growth a 5.5% (35,636 units sold), another record result.

These results respond to the widening of the product portfolio with innovating vehicles such as the family of Sport Activity Vehicles, the emblematic BMW 7 Series, the dynamic BMW 5 Series or the revolutionary electric and hybrid models which only in the first months of the year reached almost 20,000 units delivered to customers, which means that the goal of 100 thousand vehicles sold in 2017 is more and more close.

On its part, BMW Group Mexico, Latin America and The Caribbean starts the year with positive results in the whole region increasing in 36.3% its automobile sales regarding the same period of the previous year, where BMW and MINI sold 9,622 vehicles, while BMW Motorrad delivered 2,624 units (+60.0%).

The excellent results reflect the successful implementation of strategies integrating the regionalization of the zone, positioning the customer in the core of activities, such as the continuous restructuring and the opening of dealerships, as well as the constant renovation and the extension of the range of vehicles.

"We continue working in a way to prioritize our customers' needs. BMW Group's dealers and importers in Mexico, Latin America and The Caribbean will be performing an investment in the period from 2013 to 2018 of more than 478 million dollars in the region. For this, more than 2,800 people were trained in order to comply with the latest innovations on customer service matters" said Dr. Alexander W. Wehr, President and Chief Executive Officer of BMW Group Mexico, Latin America and The Caribbean.

Committed with Mexico

Regarding sales, **Mexico** contributed with 5,257 automobiles sold where 3,873 correspond to BMW (+24.9%) and 1,384 correspond to MINI (+6.5%). As for motorcycles, these reached an increase of 44.8% in sales with 1,067 units delivered to customers.

"2016 was the sixth year where the Company established a new record in sales, this year 2017 we started with the right foot and will continue working to maintain our position as the world leader brand in Premium automobiles. That is why we are committed with Mexico, which, in addition of being our main market in the region where we are represented with 40 BMW dealers, 30 MINI and 25 BMW Motorrad sales and dealership offices, the Group Site (San Luis Potosi) is being constructed, which shall be the most innovating site

of the whole production chain with which we confirm that we strongly believe in the Mexican labor force”, said Dr. Wehr.

BMW Group in Latin America: Transforming the Future.

In **Latin America**, where BMW Group operates by means of importers, the Company also increased its sales in the period, since the brand BMW sold 2,881 vehicles (+33.0%), MINI 313 units (+3.0%) and BMW Motorrad delivered to customers 881 motorcycles (+26.2%). On that respect, Antonio Antela Martinez, BMW Latin America’s Chief Executive Officer, said that his goal for this year is to strengthen the relationship with importers and to cooperate with governments to extend the use of electric vehicles: “This is our bet for this market, the alternative energy is the path to follow since in about five years there will be a drastic change in the sales of vehicles with new technologies. BMW seeks opportunities to continue transporting its customers to the future”.

Argentina, Strengthening of the Premium Segment and Consolidation of Sales.

On its part, **Argentina** showed very positive results with an increase of 516.0% regarding the same period of the previous year, placing 1,010 vehicles BMW. MINI, in its turn, achieved an increase of its percentage in 437.0% with 161 units and BMW Motorrad achieved 233.0% up in relation to the same period of 2016 with 676 deliveries. Numbers outline a consolidation of sales for the Premium segment in general, after favorable political and macroeconomic changes in 2016.

Rolf Epp, CEO for BMW Group Argentina said that the country is one of the most important markets for the Group in the region: “We have a customer demand that are now returning to the brand and this is a great satisfaction. We not only have customers renewing their automobile, today there are numerous conquerors of customers who are attracted to our young range of new entry products and models, such as BMW 1 Series, BMW 2 Series and BMW X1, as well as others of a highest value added”.

		Accrued Jan-Mar. 2017	Compared to previous period (Jan-Mar. 2016)
Mexico	BMW	3,873	+24.9%
	MINI	1,384	+6.5%
	BMW Motorrad	1,067	+44.8%
LatAm	BMW	2,881	+33.0%
	MINI	313	+3.0%
	BMW Motorrad	881	+26.2%
Argentina	BMW	1,010	+516.0%
	MINI	161	+437.0%
	BMW Motorrad	676	+233.0%

About BMW Group

Together with its three brands BMW, MINI and Rolls-Royce, BMW Group is the leader Premium manufacturer of vehicles and motorcycles, which, in turn, provides financial services and high quality mobility products. Since it is a global company, BMW Group operates 31 production and assembly sites in 14 countries and it has a global sales network in more than 140 countries.

In 2016, BMW Group sold about 2 millions 367 thousand vehicles and around 145 thousand motorcycles around the world. The profit before taxes for the fiscal year 2016 approximately was of 9 thousand 67 million Euros on income amounting to 94 thousand 16 million Euros. On December 31, 2016, BMW Group had a labor force of 124,729 employees.

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

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About BMW Group Mexico, Latin America and The Caribbean

In the Latin America region, BMW Group trades the three brands BMW, MINI and BMW Motorrad; as well as in some countries also includes the sub-brand BMW i. BMW Group Mexico started activities at the end of 1994 and therefore the company celebrated in 2014 the 20th anniversary of its presence in that country. In the region of Latin America, the first importer located in Ecuador in 1958, with which its presence has more than 50 years.

The Group has two plants in Brazil; one of them is located in Araquari, Santa Catarina, with a focus on the production of cars. The other plant is located in Manaus, Amazonas, which is the first site manufacturing vehicles of two wheels of the brand out of Germany. In July, 2014, the company announced the investment of

one thousand million dollars for the construction and operation of a production plant in San Luis Potosi, Mexico; which will start operations in 2019 with the new generation of the BMW Series 3.

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

In addition, the Company has a service and post-sale organization, which offers customer service.

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