

## **BMW Group Mexico, Latin America and The Caribbean achieves record numbers in the first half of the year**

- BMW Group registers record sales results for BMW, MINI and BMW Motorrad brands in the region

**Mexico City, July 20, 2017** - BMW Group at a worldwide level has sold more than one million units around the world, which means that 1,220,819 units from BMW, MINI and Rolls Royce brands were delivered to customers during the first half of 2017. With these numbers, BMW Group reaches a new record in the first half of the year, posting a growth of 5.0% over the same period last year. On the other hand, 88,389 BMW Motorrad motorcycles have been sold so far this year.

During June, BMW Group's successful electrification strategy has expanded further to include a vehicle from MINI, which means that customers can choose from a total of nine electrified vehicles globally. With a total of 42,573 units during the first half of the year, the global sales of these models grew by 80% compared to the first half last year and it is expected that unit 200,000 is delivered by the end of this year.

In terms of sales, BMW Group Mexico, Latin America and the Caribbean shows positive results throughout the region, increasing by 27.3% compared to the same period last year, with 19,551 BMW and MINI vehicles sold, while 5,272 BMW Motorrad units were delivered.

### **In Mexico, "we seek a growing presence in hybrid and electric vehicles" segment.**

In terms of sustainable technologies, Dr. Alexander W. Wehr, President and CEO of BMW Group Mexico, Latin America and the Caribbean, mentioned that the immediate goal is to sell a larger number of electric and hybrid vehicles in Mexico; and it is precisely in this month that the new MINI Countryman PHEV will be presented in the country, arriving to the rest of the region in the coming months.

"We believe that Mexico is an elite market in Latin America, as we have products with these technologies which have been well accepted by customers. Developed by BMW i sub-brand, BMW iPerformance vehicles with electrical drive technology accounted for nearly 3% of company's total sales globally. We have undertaken to expand our presence of hybrid and electric vehicles in our market, while strengthening the care for the environment in our country and promoting sustainable management".

In **Mexico**, sales amounted to 10,737 (+ 32.7%), corresponding to 7,867 BMW vehicles, a growth of +17.6%, and 2,870 MINI units delivered, a growth of +6.0%. On the other hand, 2,127 (+43.2%) BMW Motorrad motorcycles were sold. During the first half of the year, we continued to receive awards that reflect the successful implementation of several customer oriented activity strategies, continuous refurbishment and opening of new dealers, and continued renovation and expansion of the portfolio of products and services. Besides, it was during the first half of the year that the award granted by J.D. Power Mexico was received, acknowledging BMW as the Premium brand that has achieved maximum customer satisfaction, thereby confirming that BMW Group efforts in the region are producing results.

### **BMW Group is sales leader and pioneer in electrical technology in Latin America.**

Antonio Antela Martínez, CEO of BMW Group for Latin America, mentioned that his goal for the current year is to collaborate with governments to expand the use of electric vehicles. "I am convinced that our brands are pioneers and leaders in hybrid and electric vehicles, and autonomous driving", he added. Thanks to our experience, we can make tests to adapt to the infrastructure and regulations of each country and we are working to make Latin America a sustainable power. In general, BMW Group Latin America is a region with large potential for using renewable sources, due to the significant contribution of hydroelectricity. In fact, countries such as Paraguay, Costa Rica and Colombia may achieve significant reductions of transport emissions by adopting the electric vehicle technology. We will continue to strengthen this region by introducing BMW i Performance to Chile and other countries".

As to sales, in **Latin America**, where BMW Group operates businesses through Importers, BMW Group achieved highly positive results in the first half of the year, leading the automotive premium market. BMW brand sold 5,861 units (+35.9%), MINI reached 673 units (+4.1%), while BMW Motorrad delivered 1,747 motorcycles to customers (+26.8 %).

### **Argentina, a sustained growth strengthening the market.**

While there are many similar Latin cultural characteristics in Argentinian market, there are many aspects that vary from one country to another, which is directly reflected in the sales numbers of each model; however, Argentina is one of those markets in Latin America that, thanks to its new economic structures, maintains a constant recovery and strengthening. BMW Group's presence in this country shows a solid position and strong offer in the Premium segment. According to Rolf Epp, CEO of BMW Group Argentina: "after a strong recovery in the sales of BMW and MINI during the last year, 2017 will be a year of consolidation. We will offer a larger number of models in Argentina to complement the existing range of products, including the new BMW 5 Series and the renewed BMW 2 Series, as well as a wider offer of M and M Performance products. As to MINI, the new MINI Countryman, the most popular MINI model in Argentina, will be launched in August. We are confident that the economic and political changes will be consolidated in the short and medium term."

In **Argentina**, highly positive results were achieved, a growth of 121.68% compared to the same period last year, with 1,982 BMW vehicles sold (+31.1%). On the other hand, MINI increased to +4.7%, with 298 units, while 1,398 motorcycles (+101.73) were sold for BMW Motorrad.

### **Future Retail Strategy – Customer oriented activities.**

In BMW Group Mexico, Latin America and the Caribbean, we implemented the Future Retail strategy, which is a fully customer oriented strategy aiming to integrate the new corporate identity, with important changes in terms of infrastructure, processes, personnel, and performance. This includes "Customer Treatment" program, which ensures outstanding customer treatment, by qualifying and certifying all the staff working in more than 160 points of sale and service in Mexico, as well as in 350 BMW Group points throughout Mexico, Latin America and the Caribbean region. In this program, more than 2,800 people were trained in the region, in three sessions on site.

In this regard, Dr. Alexander W. Wehr, mentioned that "J.D. Power award was obtained thanks to the implementation of the Future Retail strategy at a regional level. This strategy puts the customer at the center of all our activities, making the buying experience, both in-house and in after-sales, an extension of driving pleasure."

		Accumulated numbers January- June 2017	Compared to previous period
<b>Mexico</b>	<b>BMW</b>	7,867	17.0%
	<b>MINI</b>	2,870	6.0%
	<b>BMW Motorrad</b>	2,127	43.2%
<b>LatAm</b>	<b>BMW</b>	5,861	35.9%
	<b>MINI</b>	673	4.1%
	<b>BMW Motorrad</b>	1,747	26.8%
<b>Argentina</b>	<b>BMW</b>	1,982	31.1%
	<b>MINI</b>	298	4.7%
	<b>BMW Motorrad</b>	1,398	101.7%

\*\*\*

#### **About BMW Group**

Together with its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

#### **About BMW Group México, Latinoamérica y el Caribe**

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.

**For more information please contact:**

**Corporate Communications - BMW Group México, Latin America and The Caribbean**

Vladimir Mello	<a href="mailto:vladimir.mello@bmw.com.mx">vladimir.mello@bmw.com.mx</a>
Juan Bernardo Vázquez Mellado	<a href="mailto:bernardo.vazquezmellado@bmw.com">bernardo.vazquezmellado@bmw.com</a>
Zolveing Zúñiga	<a href="mailto:zolveing.zuniga@bmw.com.mx">zolveing.zuniga@bmw.com.mx</a>
Edgar Téllez	<a href="mailto:edgar.tellez@bmw.com.mx">edgar.tellez@bmw.com.mx</a>
Tania Gomora	<a href="mailto:tania.gomora@bmw.com.mx">tania.gomora@bmw.com.mx</a>

**Corporate Communications - San Luis Potosi Plant (Mexico)**

Almut Stollberg	<a href="mailto:almut.stollberg@bmw.de">almut.stollberg@bmw.de</a>
Elizabeth Arreguín	<a href="mailto:elizabeth.arreguin@bmw.com.mx">elizabeth.arreguin@bmw.com.mx</a>
Allan Díaz	<a href="mailto:allan.diaz@partner.bmw.com.mx">allan.diaz@partner.bmw.com.mx</a>

**Corporate Communications - Argentina**

Dan Christian Menges	<a href="mailto:Christian.Mengues@bmw.com.ar">Christian.Mengues@bmw.com.ar</a>
----------------------	--

**Regional Public Relations Agency - Porter Novelli**

Martha Reséndiz	Teléfono: 52 5 5010 3210	<a href="mailto:martha.resendiz@porternovelli.mx">martha.resendiz@porternovelli.mx</a>
Rocío Pavón	Teléfono: 52 5 5010 3270	<a href="mailto:rocio.pavon@porternovelli.mx">rocio.pavon@porternovelli.mx</a>
Claudia Ledezma	Teléfono: 52 5 5010 3279	<a href="mailto:claudia.ledezma@porternovelli.mx">claudia.ledezma@porternovelli.mx</a>
Sara Gurza	Teléfono: 52 5 5010 3284	<a href="mailto:sara.gurza@porternovelli.mx">sara.gurza@porternovelli.mx</a>

[www.press.bmwgroup.com/mx.html](http://www.press.bmwgroup.com/mx.html)

BMW TV: <http://www.bmw.tv/web/com/video.do>

BMW Youtube channel: <http://www.youtube.com/user/BMW>