

Record sales for BMW Group worldwide during 2017 while it boosts the Premium car market in Mexico, Latin America and the Caribbean.

- For seventh consecutive year, BMW Group breaks a sales record during 2017 globally.
- A total of 103,080 electric cars were delivered during 2017 worldwide.
- BMW Group Mexico, Latin America and the Caribbean consolidated its sales with an increase of +11.1%.
- BMW Group will continue growing sustainably and profitably, boosting its successful electric mobility strategy towards the year 2025.

Mexico City, January 25, 2017 – BMW Group confirms its leadership in the Premium car market and for the seventh consecutive year it breaks the sales record globally during 2017. This success spread with BMW, MINI, Rolls Royce, and BMW Motorrad brands since they achieved the best sales figures ever. It is worth stressing that BMW M and BMW had record sales together with BMW Motorrad. These results confirm BMW Group's position as world leader company for the Premium car segment.

The Bavarian company grew +4.1% in comparison with the year 2016 delivered to customers a total of 2,463,526 vehicles of the BMW (2,088,283), MINI (371,881) and Rolls-Royce (3,362) brands worldwide. In its turn, BMW Motorrad keeps setting the tone in the market by including two models with low cylinder capacity: BMW 310 R and BMW 310 GS. The motorcycle division of the German brand closed the year with a +13.2% growth while it sold 164,153 units delivered to customers in all markets where it operates throughout the world.

BMW X vehicles remain as growth indicators with sales of up to +9.6% in comparison with last year's; it is worth stressing the successful launch of BMW X3 globally in November 2017.

Additionally, the group consolidated its electric mobility strategy towards 2025 by delivering 103,080 electric vehicles to customers worldwide, as it was promised at the beginning of the year. This +65.6% increase highlights the company's electric mobility leadership.

Halfway through 2017, less than four years after its launch, the BMW i3 sales increased by +23.3% with 31,482 units delivered globally. For Mexico and Latin America, the results were also extremely positive, as a total of 1,198 electrified units were sold at the regional level amongst the BMW and MINI brands. Therefore, electrified vehicles sales of BMW Group in the region registered a growth of 113% in comparison to 2016.

BMW Group expects a high two-digit growth of electric vehicle sales for 2018. The company expects having at least half a million of these vehicles on streets by the end of 2019.

BMW speeds-up in Mexico and a wide range.

Mexico has consolidated as a key market for BMW Group in Latin America. During the last years, BMW's turnover has been the highest in this market. The German brand intends to keep such turnover this year which is foreseen with a positive business perspective.

As a result of BMW Group's commitments with the region, sales for 2017 placed the Group within the luxury car segment in Mexico. In the car market, BMW sold 15,663 units, accounting for a growth of +7.2% as compared to last year; the MINI brand sold 6,133 units accounting for a sales increase of +1.7%. While BMW Motorrad reached the eighth consecutive year of growth and record sales in 2017, by selling 5,082 motorcycles to customers, which accounted for an increase of +55.7% in comparison with the previous year; and with this, Mexico has the position number ten in the world of the BMW Motorrad division and number 1 of the worldwide sale of the BMW G 310 R model within the BMW Motorrad division.

BMW Group's success has always been based on the long-term view and with this philosophy, the Group will keep on betting for the Mexican market. Thus, it keeps its plans for starting up the production of the BMW 3 Series new generation in 2019 at the plant BMW Group is building in San Luis Potosí.

Indeed, the area restructuring decision which placed Mexico as the operation center in Latin America has given satisfactory results since strategies flow naturally within this robust site to attend each market's needs.

BMW Group lead sales success in Latin America and The Caribbean supported by a strong Importers network.

The general overview for the automotive industry in the region for 2017 had different challenges for the Premium segment. A general big drop in the market was caused by volatility and external factors such as political environment. Despite the different scenarios, BMW Group confirmed its growth commitment throughout the year with the support of importers and strategic partners of the brand who operate in different markets and are aligned to the business targets of the company. This resulted in an efficient and productive growth.

In Latin America and the Caribbean, BMW Group keeps boosting its successful strategy to expand the dealership network, as well as the constant renewal and extension of the vehicle range. This placed the brand as segment leaders with positive results since it sold 13,065 units which accounts for an increase of +20.4% in comparison with the previous year. BMW brand reached its best turnover in 2017 with 11,607 vehicles delivered to customers accounting for an increase of +23.4% in comparison with 2016. On its turn, MINI delivered 1,458 units (+0.6%) in the region, while BMW Motorrad placed 3,953 units in 2017 (+35.7%) reaching the best year in sales.



BMW strengthens its growth strategy and consolidates in Argentina.

Both the Premium segment and the passenger car market (including pickups) have been very dynamic in the last two years in Argentina, achieving significant growth during the last year. BMW presented an important consolidation in its sales volume in the Premium segment, achieving for two consecutive years its best sales share within the segment, and being the only brand that in 2016 and 2017 has exceeded 6 thousand units sold to customers.

BMW and MINI sales in Argentina kept increasing in 2017 since they sold 3,735 units (+64.8%) and 516 units (+59.8%), respectively. On its turn, BMW Motorrad delivered more units than last year since it sold 2,904 motorcycles. BMW Motorrad's segment 2+3 (>500cc) has grown +35.3% in comparison to the same period in 2016.

Financial Services: successful financing schemes for BMW Group.

Good results also comprise the diverse financing plans in Mexico, Latin America and the Caribbean. In Mexico reached historical financing levels for BMW and MINI vehicles and BMW Motorrad motorcycles with 14,953 contracts for new units since they had a attractive offer of financial products such as Traditional Loans, Select, Leasing and Owner Choice. Also, BMW Group has 28,1892 units under effective financial agreements. In Latin America, BMW Financial Services works with different cooperation partners offering competitive financing products to customers.

“In 2018, BMW Group will keep on widening its role as innovation leader and will target a consistent turnover increase despite instability and challenges that may emerge in some markets where we operate. We will keep facing world market conditions with flexibility to remain successful. The main business of the company will be reinforced by the planned introduction of new models and continuous work in strategic areas such as electric mobility and automated driving”, said Dr. Alexander W. Wehr, President and CEO for Mexico, Latin America and the Caribbean.

Acerca de BMW Group

Con sus cuatro marcas BMW, MINI, Rolls-Royce y BMW Motorrad, BMW Group es el fabricante Premium líder en vehículos y motocicletas; el cual, a su vez, proporciona servicios financieros y productos de movilidad de alta calidad. Al ser una empresa global, BMW Group opera 31 instalaciones de producción y ensamble en 14 países y cuenta con una red global de ventas en más de 140 países.

En 2017, el Grupo BMW vendió 2 millones 463 mil 500 vehículos y más de 164 mil motocicletas en todo el mundo. La ganancia antes de los impuestos para el ejercicio 2016 fue de aproximadamente 9 mil 67 millones de euros sobre ingresos que ascienden a 94 mil 16 millones de euros. El 31 de diciembre de 2016, el Grupo BMW tenía una mano de obra de 124,729 empleados.

El éxito de BMW Group siempre se ha basado en el pensamiento a largo plazo y la acción responsable. Por ello, la compañía ha establecido la sustentabilidad ecológica y social en toda la cadena de valor,

responsabilidad en los productos y un claro compromiso con la conservación de los recursos como parte integral de su estrategia.

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BMW Group en la región de Latinoamérica comercializa las tres marcas BMW, MINI y BMW Motorrad; así como en algunos países también se incluye la submarca BMW i. BMW Group México inició sus actividades a finales de 1994 y por tanto celebró en 2014 el 20 aniversario de presencia en este país. En la región de Latinoamérica el primer importador se ubicó en Ecuador en 1958, con lo que se tiene presencia desde hace más de 50 años.

El Grupo cuenta con dos plantas en Brasil, una ubicada en Araquari, Santa Catarina, con enfoque en la producción de autos. La otra planta se ubica en Manaus, Amazonas, la cual es la primera instalación que fabrica vehículos de dos ruedas de la marca fuera de Alemania. En julio de 2014, se anunció la inversión de mil millones de dólares para la construcción y operación de una planta de producción en San Luis Potosí, México; la cual iniciará operaciones en el 2019 con la nueva generación del BMW Serie 3.

La región de BMW Group en México, Latinoamérica y el Caribe se compone de 26 países: Argentina, Aruba, Bahamas, Barbados, Bolivia, Curacao, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haití, Honduras, Islas Caimán, Jamaica, México, Nicaragua, Panamá, Paraguay, Perú, República Dominicana, Santa Lucía, Surinam, Trinidad y Tobago y Uruguay. De estos países, 26 ofrecen la marca BMW, 19 ofrecen la marca MINI, 13 la marca BMW Motorrad y 4 la submarca BMW i.

Además, cuenta con una organización de servicio y postventa, que ofrece atención a clientes.

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