



Media Information
6 July 2012

Embargo 11:30 a.m. CEDT!

BMW Group reports strongest first half year ever in sales

Sales increase by 8.1% to 900,539 vehicles in the first six months

Robertson: We have a new sales record for 2012 well in sight

Munich. BMW Group achieved record sales for the first six months of the year, with a total of 900,539 vehicles delivered worldwide, an increase of 8.1% over the same period last year (prev. yr. 833,391). The company also achieved its second highest sales volume ever in a single month, with 172,516 BMW, MINI and Rolls-Royce brand vehicles delivered worldwide in June (prev. yr. 165,868/ +4.0%).

Ian Robertson, Member of the Board of Management, Sales and Marketing BMW, said in Munich on Friday: "We are very pleased with the positive result for the first half year. The BMW Group achieved record sales again in June and for the first six months of the year and we have an overall record for 2012 well in our sight. There will be additional new models arriving in the coming months, which are expected to bring further momentum in the second half of the year. As the world's highest-selling premium car company, it is important to us to continue to maintain a good balance between Europe, Asia and the Americas and to continue making gains on all continents, in large and small markets."

The BMW Group made gains on all continents in the month under review. In Europe, sales increased by 1.5% to 92,686 vehicles (prev. yr. 91,356). Year-to-date, BMW Group sales remain at last year's level with 437,066 vehicles delivered to customers in Europe (prev. yr. 437,399/ -0.1%). The BMW 3 Series Touring, which accounts for two thirds of BMW 3 Series registrations in the German home market, is expected to bring further momentum to European markets with its launch in September.

In Asia, the BMW Group delivered 237,875 vehicles in the first six months of 2012 and reported a growth of 25.7% compared to the same period in 2011 (prev. yr. 189,254). In the month under review, 38,352 vehicles were delivered (prev. yr. 34,836 / +10.1%). Several Asian markets saw strong double digit growth in the first half year including smaller markets



Media Information

Date 6 July 2012

Subject **BMW Group reports strongest first half year ever in sales**

Page 2

such as Indonesia (1,061/ +48.0%), and larger markets such as Japan (27,698/ +27.4%) and China. Mainland China accounted for 23,930 deliveries in June, an increase of 13.1% over the same month last year (prev. yr. 21,158). Due to a model changeover, some models were not available in the month under review. Year-to-date, 158,956 BMW and MINI vehicles have been sold in Mainland China (prev. yr. 121,614) which reflects an increase of 30.7%. The uptake of the new BMW 3 Series Long Wheelbase, available as of mid-July, is expected to provide for further robust growth in China in the second half of the year.

America saw a slight increase in growth with 35,116 vehicles delivered in June (prev. yr. 34,414 / +2.0%). In the first six months, 194,620 vehicles have been delivered to customers in America, which reflects an increase of +8.8% on the previous year (178,901).

In the U.S., 27,720 vehicles were delivered last month, an increase of +3.2% on the same month last year (prev. yr. 26,865). Year-to-date, the BMW Group is up 10.5% on sales of 158,563 in the first six months of 2012 compared to 143,521 in the same period in 2011. The arrival of the new BMW 3 Series with xDrive, as well as the BMW X1 in September is expected to give BMW sales in the US a strong boost in the second half of the year.

BMW: Worldwide sales of BMW brand vehicles climbed to 139,869 units (prev. yr. 134,444 / +4.0%) in the month under review. A total of 747,064 BMW brand vehicles (prev. yr. 689,884) have been delivered to customers worldwide since the start of the year – an increase of +8.3%. The BMW 1 Series 5-door Hatch was one of the brand's growth drivers in the first half year with close to 90,000 units sold, an increase of 51.0% over the same period last year (89,490/ prev. yr. 59,249) The 3-door version of the BMW 1 Series Hatch will be available as of September. The BMW 3 Series Sedan reported healthy gains in the first six months with a total of 135,976 vehicles delivered to customers, an increase of 15.4% compared to last year (prev. yr. 117,802). Demand for the BMW X3 remained strong, with sales climbing 38.4% to 74,098 vehicles in the first half year (prev. yr. 53,520). The BMW 6 Series has also had an excellent customer response with over 10,000 vehicles sold in the first six months, an increase of 222.0% over the same period last year (10,346/ prev. yr. 3,213). Revised editions of the flagship BMW 7 Series and BMW X1 will be



Media Information

Date 6 July 2012

Subject **BMW Group reports strongest first half year ever in sales**

Page 3

launching in many markets across the globe in July and are expected to provide further momentum for BMW brand sales.

MINI: Worldwide sales for MINI climbed 3.9% to 32,337 vehicles in the month under review (prev. yr 31,112). Year-to-date, MINI sales are up +7.0% to 151,875 units compared to 141,915 in the first six months of 2011. Demand for the MINI Countryman remained strong with close to 50,000 cars delivered to customers in the first half year, an increase of +23.4% compared to the same period in 2011 (49,588/ prev. yr. 40,174). MINI saw robust growth in several Asian markets in the first half year, including Mainland China with 11,356 cars (prev. yr. 8,445/ +34.5%) and Japan with 8,332 cars (prev. yr. 6,312/ +32%). In the U.S., MINI experienced solid growth with sales up 7.5% on volume of 32,059 compared to 29,816 in the first six months of 2011.

ROLLS-ROYCE: Rolls-Royce continued the sustainable growth that was forecast at the beginning of 2012. At half-year, the manufacturer of super-luxury motor cars reported sales of 1,600 motor cars worldwide, which is slightly above the same period in 2011 (prev. yr.: 1,592). Rolls-Royce looks forward to another record year, with production of Phantom Series II starting in September and delivery to worldwide markets following shortly after.

Motorcycles: In the first six months of 2012, BMW Motorrad sold 59,189 vehicles, which was slightly below the same period last year (prev. yr. 60,580/ -2.3%). In the month of June, 10,271 vehicles were sold (prev. yr. 11,831/ -13.2%). BMW Motorrad is expecting stronger growth in the second half of 2012 and aims to achieve an overall sales record for the whole year. Husqvarna Motorcycles recorded a rise in deliveries for the sixth month in a row. Year-to-date, Husqvarna delivered 5,235 motorcycles (prev. yr. 3,530 units), an increase of +48.3%. In June, 815 vehicles (prev. yr. 450 units) were delivered to the Husqvarna dealership network, +81.1 % more than in the same month of the previous year.

Media Information

Date 6 July 2012

Subject **BMW Group reports strongest first half year ever in sales**

Page 4

BMW Group sales in/up to June 2012 at a glance

	In June 2012	Comp. to previous year	Up to/incl. June 2012	Comp. to previous year
BMW Group Automobiles	172,516	+4.0%	900,539	+8.1%
BMW	139,869	+4.0%	747,064	+8.3%
MINI	32,337	+3.9%	151,875	+7.0%
Rolls-Royce			1,600	+0.5%
BMW Motorrad	10,271	-13.2%	59,189	-2.3%
Husqvarna Motorcycles	815	+81.1%	5,235	+48.3%

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

www.bmwgroup.com

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

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

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

If you have any queries, please contact:

Corporate Communications

Linda Croissant, Business and Finance Communications

Linda.Croissant@bmw.de

Telephone: +49 89 382-35617, Fax: +49 89 382-24418

Mathias Schmidt, Business and Finance Communications

Mathias.M.Schmidt@bmw.de

Telephone: +49 89 382-24118, Fax: +49 89 382-24418

Media website: www.press.bmwgroup.com

Email: presse@bmw.de