

Media Information
14 January 2013

BMW Group aims for further growth in the U.S. in 2013

Robertson: Further growth expected in 2013 in worldwide sales

Detroit. The BMW Group intends to grow in the U.S. in the current year. "We are confident that we will continue our success in our largest single market in 2013. Here and worldwide, we are expanding our global vehicle portfolio with attractive new models such as the BMW M6 Gran Coupé and the BMW 4 Series Coupé, said Ian Robertson, Member of the Board of BMW AG, Sales and Marketing BMW, on Monday at the North American International Auto Show (NAIAS) in Detroit. Last year, the BMW Group reported its best year ever in the United States with over 347,000 vehicles sold - an increase of 13.8%.

Worldwide, the BMW Group also expects sales to increase in 2013:

"We aspire to a sales increase again in 2013 and a new record in terms of deliveries, even if the conditions, particularly in some European markets are still challenging", said Robertson. The BMW Group sold more BMW, MINI and Rolls-Royce vehicles worldwide in 2012 than ever before in its history. A total of 1,845,186 (PY: 1,668,982) vehicles were delivered, an increase of 10.6% compared to the previous record in 2011.

The U.S. market is likely to continue to grow in the current year, according to Robertson: "In 2013 we expect a growth of approximately 5% in the total market to approximately 15 million units." Further growth at the BMW Group in the U.S. is expected to be driven through new products such as the BMW 320i and the BMW 3 Series Touring with xDrive in 2013. The BMW 3 Series accounts for almost half of all BMW vehicles sold in the U.S. and is also the market leader in its segment.

BMW also plans to introduce three new diesel models to the U.S. in 2013, in addition to the highly successful BMW X5 35d, which reported a sales increase of 39% last year to over 10,000 vehicles (10,276). The 4-cylinder diesel will premiere in the 3 Series Sedan and Touring and the new 6-cylinder diesel will make its debut in the 5 Series. For the first time ever in the U.S., diesel AWD will be offered in the BMW 5 Series.

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The U.S. is home to the production of the BMW X3, X5 and X6 vehicles at Plant Spartanburg, South Carolina, which makes BMW the biggest vehicle exporter of North America to non-NAFTA countries. The Spartanburg plant achieved a new milestone and its largest annual production volume in its history in 2012 with 301,519 vehicles produced, a nearly 90% increase in production since the 2010 factory expansion. The capacity will be increased to 350,000 units over the medium term.

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

| | In Dec 2012 | Comp. to prev. yr. | Up to/incl. Dec 2012 | Comp. to prev. year |
|-----------------------|-------------|-----------------------|-------------------------|------------------------|
| BMW Group Automobiles | 181,571 | +14.8% | 1,845,186 | +10.6% |
| BMW | 152,286 | +18.8% | 1,540,085 | +11.6% |
| MINI | 28,751 | -2.4% | 301,526 | +5.8% |
| Rolls-Royce | 534 | +12.0% | 3,575 | +1.0% |
| BMW Motorrad | 6,069 | +43.4% | 106,358 | +2.0% |
| Husqvarna Motorcycles | 1,267 | -4.7% | 10,751 | +15.8% |

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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 2012, the BMW Group sold about 1.85 million cars and more than 117,000 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.



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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 eight years.

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