

Media Information

10 April 2013

## **Middle East Sales for BMW Group Accelerate 28% in First Quarter**

- Sales increase for both the BMW and MINI brands: 6,303 vehicles sold
- UAE remains top performing market with 51% of regional sales
- Top of the range models continue to drive the business

After achieving a record-breaking year in 2012, the BMW Group's outlook for 2013 is looking optimistic with the company reporting its best ever first quarter in the Middle East. Sales for the first three months of the year increased 28% compared to the same period in 2012, setting the pace for another record year.

A total of 6,303 BMW and MINI vehicles were sold to customers in 13 Middle East markets. The UAE remained the largest market for BMW Group Middle East sales in the first quarter, accounting for just over half (51%). Abu Dhabi continued to be the highest volume selling market with 1,906 vehicles sold, followed by Dubai with 1,317 vehicles sold. Other markets that showed double digit sales increases included Bahrain 99%, Kuwait 56%, Qatar 31%, Jordan 24% and Oman by 12%.

These positive sales figures highlight the strong demand for BMW and MINI vehicles and the strength of the brands. BMW is currently ranked 14<sup>th</sup> in Fortune magazine's list of the "World's Most Admired Companies," and is the only car manufacturer and only European company listed among the top 15 of the Top 500 Most Admired companies in the world.

Commenting on the positive results, Dr. Joerg Breuer, Managing Director, BMW Group Middle East, said: "There are a number of contributing factors which play a crucial role towards our record breaking first quarter. First of all it helps that we are operating in a favourable economic environment. This is coupled with the strength of our brands and the launch of new models such as the BMW 6 Series Gran Coupé as well as models that are already strongly established in the Middle East, such as the BMW 7-, 5- and 3-Series, X6 and X5. And, the ambition of our importers to continuously invest to cater for the growth of our brands and improve their customer service offering."

# BMW Group Middle East

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### **BMW: High end models continue as best-sellers**

The BMW 5 Series was the best selling model with 1,286 cars sold, followed by the newly refined flagship BMW 7 Series with sales of 1,134 cars. Other best selling models included the BMW X5 Sports Activity Vehicle with 1,098 cars sold; the BMW 3 Series with sales of 644 cars and the BMW X6 Sports Activity Coupe with 767 cars sold.

During the first quarter the Group has seen increased interest in the personalisation of vehicles, Dr. Breuer added: "In the first quarter we launched the BMW 7 Series and 6 Series Pearl Individual vehicles to showcase examples of what can be produced from our BMW Individual programme. These vehicles have unique materials, paints and interior trim options and have been so well received that these 88 bespoke units produced are almost all sold out."

### **MINI: As popular as ever**

Since its introduction in 1959, the MINI brand is still as popular as ever. During the first quarter, MINI sales in the Middle East grew 11% with 391 cars sold in nine Middle East markets. Sales were led by the MINI Countryman – the first MINI with four doors and four wheel drive capabilities – while the MINI Coupé and MINI Roadster were also strong contributing factors to the brand's first quarter 2013 success.

In March, MINI pushed ahead with the expansion of its model family with the launch of the MINI Paceman. The seventh model addition to the range, the MINI Paceman is the world's first Sports Activity Coupé in the premium small and compact segment, and a great example of the brand's progressive growth over the years to appeal to new audience groups.

Looking ahead to the rest of the year, Dr. Breuer added: "We have several key model launches planned for the year which include the new BMW M6 Gran Coupé with a twin-turbo 560 bhp, and the BMW 4 Series Coupé amongst some other exciting new models. It is the exceptional design and engineering of our vehicles, and premium service offered by our importer partners that allows us to be optimistic about achieving another record year in the Middle East. Our aim is to outsell our sales achievements in 2012 and retain our leading premium automotive manufacturer positioning."

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### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 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 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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