

BMW Group

Corporate and Governmental Affairs

Media Information
9 August 2010

Please hold back until 11:00 a.m. (CEST)!

BMW Group sales continue to accelerate in July

Global automobile sales increase by 9.1%

New orders for new MINI Countryman exceed expectations

BMW Motorrad remains on growth track

Munich. The BMW Group continued on its successful growth track as the world's leading premium manufacturer once again in July with an increase in sales of 9.1%. A total of 119,982 (prev. yr. 109,933) BMW, MINI and Rolls-Royce brand automobiles were sold worldwide last month. Over the past seven months, the number of deliveries climbed 12.5% to 816,014 vehicles (prev. yr. 725,403).

Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing: "We saw significant growth again in July. We are reaping the benefits not only of the global economic recovery but also of customers' positive response to our vehicles." Robertson continued: "Sales increased for the eleventh straight month since September 2009. We also expect our sales performance to remain strong over the coming months. For 2010 as a whole, we are aiming for growth of around 10% to reach a total of over 1.4 million vehicles."

The BMW Group made substantial gains in many markets in July. In the US, the company delivered 10.1% (23,390 / prev. yr. 21,253) more vehicles. With 19,064 (+16.4% / prev. yr. 16,381) sales last month, the BMW brand was once again the best-selling premium automobile brand in the US market. Among the European markets, the BMW Group reported the largest increases with +25.6% in Great Britain / Ireland (11,748 / prev. yr. 9,352). The company once more reported its strongest growth in Asia, where 52.1% more vehicles (22,629 / prev. yr. 14,882) were sold last month. The trend in the largest Asian market, China, remained extremely positive, with an increase in sales volumes of 81.7% to 13,852 automobiles (prev. yr. 7,623). The company also managed to make gains in Germany against the strong downward trend (-30%) in the overall market. A total of 23,384 (prev. yr. 22,570) new BMW and MINI vehicles were registered here in July – an increase of 3.6%.

Sales of BMW brand automobiles climbed to 101,490 units (prev. yr. 90,605 / +12.0%) in the month under review. The brand has delivered a total of 687,250 (prev. yr. 604,214) units to customers since the start of the year – an increase of 13.7%.

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Ian Robertson: "We are well positioned for the future with our strong product portfolio. A whole range of attractive new vehicles will be launching in the second half of the year." These include the new BMW 5 Series Sedan Long Wheelbase version which will be introduced in China in September. A four-wheel version is also coming onto the market. From the autumn onwards, the 5 Series Touring will complete the new BMW 5 Series range, and the second generation of the BMW X3 will also become available. A further highlight will be the new MINI Countryman, which will be launched in Europe from mid-September onwards and will boost sales of the brand dramatically: Orders for MINI's new Sports Activity Vehicle (SAV) are already well over plan.

As expected due to the upcoming extensive revisions to the current MINI model range, the MINI brand delivered slightly fewer vehicles in the month under review (18,241 / -5.4%) than in the same period last year (19,283). From mid-September onwards, all models will receive striking design modifications, additional engine variants and new diesel engines, as well as innovative new equipment options. In the first seven months, MINI delivered 127,543 (prev. yr. 120,815) vehicles to customers: Volumes are therefore 5.6% higher than the same period last year.

Rolls-Royce enjoyed another strong month and was able to increase sales more than five-fold year-on-year: 251 automobiles were delivered to customers (prev. yr. 45 / +457.8%) in July. In the year to the end of July, 1,221 Rolls-Royce customers worldwide took possession of their vehicles (prev. yr. 347 / +226.5%).

BMW Motorrad posted another major increase in sales in July and continued on its growth track. Against the persistent downward trend in the motorcycle segment over 500 cc, BMW Motorrad sales rose by 4.4% to 10,022 (prev. yr. 9,604) units in July. With its young and attractive range of models, BMW Motorrad reported sales growth of 18.5% to 67,037 (prev. yr. 56,578) vehicles in the year to the end of July. The large long-distance enduro, the BMW R 1200 GS, remains the best-selling model in the BMW motorcycle range. The GS will be celebrating its 30th anniversary this year. It is the most successful BMW motorcycle ever built and has become the world's best-selling motorcycle in the 500 cc and above range.

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BMW Group sales in / up to July 2010 at a glance

	In July 2010	Compared to previous year	Up to/incl. July 2010	Compared to previous year
BMW Group Automobiles	119,982	+9.1%	816,014	+12.5%
BMW	101,490	+12.0%	687,250	+13.6%
MINI	18,241	-5.4%	127,543	+5.6%
Rolls-Royce Motor Cars	251	+457.8%	1,221	+226.5%
BMW Motorcycles	10,022	+4.4%	67,037	+18.5%

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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 and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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 five years.

Rolls-Royce
Motor Cars Limited

