



Media Information
9 September 2011

BMW Group reports best August sales ever

110,891 vehicles sold in August, an increase of 7.4%

More than one million Group vehicles sold in first eight months

Munich. With 110,891 BMW, MINI and Rolls-Royce brand automobiles sold worldwide (+7.4%, prev. yr. 103,242 units), the BMW Group achieved its best-ever August sales result. BMW Group worldwide sales crossed the one million mark in August, with a total of 1,073,363 (prev. yr. 919,256) vehicles delivered to customers since the beginning of the year – an increase of 16.8% compared with the first eight months of the previous year.

Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing: “We achieved record sales once again in August. Models such as the BMW X3, the BMW 5 Series Sedan and the BMW 5 Series Touring continued to report strong gains and made a positive contribution to our record sales performance last month. Looking ahead, we are confident that we are in a good position with balanced growth across the world and a young, attractive portfolio, including the new BMW 1 Series which goes on sale this month. We expect our growth to increase to double-digit figures in September and we are absolutely on track to achieve our goal of over 1.6 million vehicle sales in 2011.”

BMW brand worldwide sales increased by 7.8% in August to 94,882 vehicles (prev. yr. 88,009). From January to August 2011, 893,474 BMW brand vehicles were delivered, which was 15.2% higher than for the same period in the previous year (775,258).

The new BMW X3 continued its sales momentum with strong sales in August: Worldwide sales surged 131.8% to 9,123 units (prev. yr. 3,936). Year-to-date, 72,407 units have been sold, an increase of 125.6% over the same period in 2010 (32,101). Demand for the BMW 5 Series Sedan and Touring remains strong: Over 200,000 units have been sold since the beginning of the year (205,275 / +78.4% prev. yr. 115,034). With worldwide sales of 22,514 vehicles in August (+39.2% / prev. yr. 16,177) the BMW 5 Series remains the clear leader in its segment.

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MINI brand sales climbed 5.2% to 15,761 vehicles worldwide in August (prev. yr. 14,987). Sales for MINI have increased 24.8% to 177,829 vehicles in the first eight months of 2011 (prev. yr. 142,531). In August the brand reached another important milestone: The two millionth MINI was produced in Oxford. The launch of another Oxford-produced MINI next month, the MINI Coupé, is expected to provide further impetus for the brand. MINI is also expected to return to double-digit growth in worldwide sales next month.

BMW Group retail volumes rose on all continents and in virtually all markets in August. In Europe, the company's biggest region, sales grew 11.4% to 47,009 units. Asia accounted for 29,311 units and climbed 9.2% while sales in the Americas were up 1.5% to reach 29,916 vehicles.

The BMW Group achieved strong growth in its home market of Germany in the month under review. New registrations climbed 60.3% to 23,250 vehicles (prev. yr. 14,505). For the first eight months of the year, the Group reported a total of 196,264 vehicle registrations, a 13.3% increase over the same period last year (prev. yr. 173,282), which puts it at the top of the German premium segment. BMW was the most sought after premium brand in Germany in August, with 20,404 registrations. Year-to-date, BMW new registrations have increased by 11.2% to 170,167 vehicles (prev. yr. 153,013). MINI also achieved strong double-digit growth in Germany in August (2,846 / prev. yr. 2,308 / +23.3%). In the year to the end of August, MINI registered 26,097 (prev. yr. 20,269 / +28.8%) units in Germany.

In the U.S. the BMW Group reported August sales of 23,924 vehicles (prev. yr. 23,965). BMW brand sales increased 6.5% in August to a total of 20,815 vehicles (prev. yr. 19,540). Year-to-date, the BMW brand continues to lead the premium segment in the U.S. and is 12% up with sales of 155,929 vehicles compared to 139,236 sold in the first eight months of 2010. Year-to-date, MINI sales in the U.S. are up 26.7% to 37,636 vehicles (prev. yr. 29,704).

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In the BMW Group's third-largest market, China, the company again reported healthy growth: Sales climbed 8.7% in August to reach 18,462 units (prev. yr. 16,980). A total of 158,934 vehicles have been sold in the year to the end of August – an increase of 49.3% (prev. yr. 106,447).

In the dynamic young markets of Brazil (1,200 vehicles / +20%) Russia (2,000 vehicles / +14.1%), and India (805 vehicles / +38.1%), BMW Group sales continued to be strong.

BMW Motorrad continued its solid growth course with sales of 6,646 motorcycles worldwide in August (prev. yr. 6,405 / + 3.8%). From January to August sales increased by 6.6% to 78,280 motorcycles (prev. yr. 73,442). Husqvarna Motorcycles delivered 4,729 motorcycles in the first eight months of 2011 (prev. yr. 5,978 / - 20.9%). August accounted for 335 deliveries (prev. yr. 388 / - 13.7%).

BMW Group sales in/up to August 2011 at a glance

Please note: Rolls-Royce YTD sales figures will be included in the sales releases on a quarterly basis.

	In August 2011	Comp. to previous year	Up to/incl. August 2011	Comp. to previous year
BMW Group Automobiles	110,891	+7.4%	1,073,363	+16.8%
BMW	94,882	+7.8%	893,474	+15,2%
MINI	15,761	+5.2%	177,829	+24.8%
BMW Motorrad	6,646	+3.8%	78,280	+6.6%
Husqvarna Motorcycles	335	-13.7%	4,729	-20.9%



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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 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 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.

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