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BMW Group NZ drives sales success in 2019 despite challenging market conditions

- BMW Group New Zealand contributes to the company remaining the leading premium automotive manufacturer in the world
- Sales for both BMW and MINI reflect growth of 8.7 per cent in New Zealand in 2019
- BMW models specifically were up 3.3 per cent on the previous year to December, and MINI up 23.2 per cent

BMW Group New Zealand has seen great success in what has been a challenging market throughout 2019, with vehicle sales across its BMW and MINI brands growing by 8.7 per cent from the previous year, despite the total car market falling by -3.7 per cent.

Sales of BMW models performed particularly well with 1,704 cars sold to customers, an increase of 3.3 per cent over 2018 sales. The new and revised BMW X model range continued to be a strong growth driver for the brand, accounting for 57 per cent of total BMW vehicles sold throughout the year. This was bolstered by several new launches in 2019 including the high-performance M variants, the BMW X3 M and X4 M, the top-of-the-range luxury X7 and the entry model X1.

The BMW X5 continues to be the firm favourite in the BMW X model line-up with sales increasing 10.5 per cent year-to-date, while the launch of the BMW X7 flagship X model saw 79 vehicles delivered to customers within six months of its market introduction.

December was the fifth consecutive month of +30% growth for BMW Group NZ, an achievement which helped BMW sustain its premium market share over the 12-month period. Coincidentally, 2019 saw the market for premium cars in New Zealand reach an all time high, beating 2017's record by 50 units.

MINI had a standout year in 2019: along with the brand celebrating its 60th birthday, sales grew by 23.2 per cent showing demand for this iconic brand is increasing. The MINI Countryman SUV fuelled this growth as the most popular MINI vehicle in 2019 with 380 cars sold to customers.

John Cooper Works, the high performance, racing-inspired variants across the MINI models, made up eight per cent of total sales, demonstrating that Kiwis' love for extreme driving fun isn't

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slowing down anytime soon. This echoed news from late 2019 that the fastest ever MINI, the John Cooper Works GP, has already sold out before it has even reached New Zealand shores.

Looking to the year ahead, efforts to provide a wider choice for New Zealand customers and invigorate new sales opportunities will continue with a refresh of the current model line-up across different body styles and powertrain options.

15 new BMW variants will be introduced in NZ this year as part of the company's biggest product offensive. Among them are the all-new 2 Series Gran Coupé, X3 and X1 Plug-in Hybrid Electric Vehicles (PHEV), X5 M and X6 M and the highly anticipated M8.

The advanced technology employed in PHEV models underlines BMW's commitment to a sustainable future. BMW's approach is geared towards offering customers a choice of either combustion engine, plug-in hybrid electric or fully electric vehicles to suit their individual needs.

It's clear that Kiwis are increasingly considering economically friendly variants, with hybrids becoming more and more popular across BMW Group's product range. Five per cent of BMW and 17 per cent of MINI sales were made up of electrified vehicles.

MINI will see the all-new MINI Cooper SE Hatch arrive in New Zealand mid-year, the first commercially available all electric MINI. The launch is eagerly anticipated, with 15 models already sold to excited MINI fans.

Beyond electrification and catering to the market's demand for SUVs, BMW New Zealand is also focused on passenger vehicles and a core pillar of BMW worldwide that carries rich pedigree – the BMW M high performance brand.

One in four BMWs sold locally wears an M or M Performance badge, putting New Zealand in pole position as the highest in the world for M market share. Furthermore, local BMW M and M Performance sales were up an impressive 31.6 per cent in the January to December 2019 period.

Last year BMW further broadened its M model offering with the New Zealand introduction of the BMW X3 M and X4 M Competition models, providing the opportunity for those who demand the outstanding performance of legendary models such as the M3 but in a higher-riding vehicle that offers additional cargo space and enhanced road visibility.

BMW Group New Zealand's evolving product offering is complemented by a constantly strengthening local dealer network and dedication to a customer-centric mindset.

A significant investment of more than \$82 million has gone into dealerships across the country, improving customer experience and expanding the brand's footprint nationwide, seeing BMW go from nine to 10 dealerships nationwide, and MINI increase from five to six.

Karol Abrasowicz-Madej, Managing Director of BMW Group New Zealand, said the sales results in the face of challenging market conditions confirmed the brand's desirability and commitment to providing a solution for customers throughout the entire business chain and vehicle models for all preferences and lifestyles.

"BMW and MINI vehicles are exemplary and worldwide we are known to produce phenomenal driving experiences, but we understand that this experience isn't just confined to the driving seat.

"That's why we have focused not just on bringing a wide range of premium passenger vehicles to New Zealand, but also on strengthening our commitment to customers of both brands. The significant investment in our dealership network over the past year has ensured every representation of BMW and MINI embodies the design, engineering and customer centricity that is so important to us and to drivers all over the country."

Ends

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2,520,000 passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based 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.

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