

Media Information
09 September 2010

Please hold back until 11:15 a.m. (CEST)!

BMW Group increases sales by 12.5% in August

103,239 automobiles delivered worldwide

More deliveries in China through August than in 2009 as a whole

BMW Motorrad remains on stable growth track

Munich. The BMW Group once again reported strong sales growth in August. The company delivered a total of 103,239 (prev. yr. 91,800) automobiles to customers worldwide in the month under review – an increase of 12.5%. By the end of August, 919,258 BMW, MINI and Rolls-Royce vehicles had already been received by customers, with 12.5% more vehicles sold (prev. yr. 817,203) than in the same period in 2009.

Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing: “The August sales figures developed better than expected. We are seeing a stable upward trend and are gradually regaining the level we had prior to the economic and financial crisis. Our BMW brand not only sold 16.3% more automobiles year-on-year – for the first time, it also delivered more vehicles than in August 2007 (+3.6%) and 2008 (+3.1%).” Robertson added: “Asia – and China in particular – was the most powerful force driving our sales growth once again in August. We have already sold more than 106,000 BMW and MINI vehicles so far this year in China: This is more than in the whole of 2009. However, as the world’s leading premium automobile manufacturer, we aim to maintain a good balance between our Europe, Asia and Americas regions.”

Sales of BMW brand vehicles rose sharply by 16.3% to 88,007 units (prev. yr. 75,699) in the month under review. A total of 775,262 vehicles were delivered to customers in the year to the end of August (prev. yr. 679,913 / +14.0%). BMW remains the world’s best-selling premium automobile brand both for August and the year to the end of August, and was able to expand its lead over the relevant competitors. BMW maintains its high-value model mix, with retail gains for the large model series in particular in August: Sales of the BMW 7 Series, for instance, increased 52.8% to 6,051 (prev. yr. 3,961) units in the month under review. The BMW 5 Series also reported sales growth of 24.9% (16,175 / prev. yr. 12,948). The market launch of the new BMW 5 Series Touring will give the 5 Series another major boost from September onwards; orders for the new model are already well above plan. The X models also reported higher volumes: Sales of the BMW X5/X6 models climbed 36.4% to 12,707 units (prev. yr. 9,316). Although the successor model is just around the corner, X3 sales increased 10.3% to 3,936 units (prev. yr. 3,570).

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Rolls-Royce also had a very successful August. Demand for the new Ghost remains strong. The brand delivered a total of 246 (prev. yr. 37) Phantom and Ghost models to customers in the month under review and was able to increase sales more than six fold (+564.9%). A total of 1,467 (prev. yr. 411) Rolls-Royce motor cars had already been sold by the end of August.

With extensive revisions to the MINI model range, including striking design modifications and new engines, due to get underway in mid-September, the MINI brand reported a decrease in deliveries in August. As expected MINI sales were 6.7% lower than in August 2009 at 14,986 (prev. yr. 16,064) vehicles. A total of 142,529 MINI (prev. yr. 136,879) cars have been delivered to customers worldwide since January – 4.1% more than in the same period last year. With the addition of the new MINI Countryman mid-September, the MINI family will expand to include four versions. The first MINI crossover model will provide a strong impetus for growth in the upcoming months. Orders for the Countryman are already well over plan.

The stable growth trend at BMW Motorrad continued in August 2010 with a year-on-year sales increase of 18.1%. At 6,405 units, 982 more motorcycles were sold than in August 2009. In the year to the end of August 2010, 73,442 (prev. yr. 62,001) motorcycles were delivered to customers worldwide. This represents an increase of 18.5%. Thanks to the positive sales performance in persistently difficult market conditions, BMW Motorrad was able to substantially expand its global market share in the relevant motorcycle segment above 500cc. Market share in Germany rose 23.6% (prev. yr. 18.8%). This means almost one in four new motorcycles sold is a BMW. Market share in Italy (18.8%), Spain (18.8%), Belgium (21.1%) and the Netherlands (18.9%) is also in the region of 20%. Top of the list is South Africa, where BMW Motorrad currently has a market share of 38.6%.

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

	In August 2010	Comp. to previous year	Up to/incl. August 2010	Comp. to previous year
BMW Group Automobiles	103,239	+12.5%	919,258	+12.5%
BMW	88,007	+16.3%	775,262	+14.0%
MINI	14,986	-6.7%	142,529	+4.1%
Rolls-Royce Motor Cars	246	+564.9%	1,467	+256.9%
BMW Motorcycles	6,405	+18.1%	73,442	+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.