



Press Release
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RUSSIA IS THE FASTEST GROWING MARKET FOR BMW GROUP IN EUROPE

The sales of BMW Group in Russia grew by 39.8% in 2011 and amounted to 30,167 cars and SUVs. The growth rate of BMW Group sales in the Russian market is significantly higher than in the European countries and is comparable to China's (+37.6%).

Today the sales of BMW Group in Russia are in sixth place among all European countries. Only the major markets are ahead: Germany (285,202), Britain (170,691), Italy (72,511), France (70,400), and Spain (30,167). In Germany, like elsewhere in the world, BMW Group is the sales leader in the premium segment.

BMW

The Russian market is very rewarding for the BMW brand: customers received 28,165 cars in 2011 (compared to 20,584 in 2010, i.e. a +36.8% growth). The growth of Russian sales in absolute values was 7,851 cars sold. It scores the second in Europe after Germany, the automotive heart of Europe, where sales growth amounted to 13,346 cars.

MINI

In 2011, Russia became the fastest growing market in Europe for the youth MINI brand as well: 2,002 cars were sold which means sales growth of exactly 100%: sales doubled in comparison with the previous year (1,001 car was sold in 2010, which means 100% growth). This result places the Russian market among the top 10 markets in Europe, and it takes 9th place for the first time in the history of MINI sales.

BMW Motorrad

In 2011 the company sold 915 BMW motorcycles in Russia. Sales grew by 38%. This is the best indicator in the history of the motorcycle department in Russia. Currently BMW is an absolute market leader in the segment of motorcycles with engine volume of 500 cm³ and up.

"Russian people have extremely good taste, traditionally they love BMW products", says **Peter Kronschnabl, President of BMW Group Russia**. *"They feel especially strongly towards the product line of our crossovers and SUVs: X6, X5, X3, and X1 accounted for 44% of the overall sales in 2011, which is almost half of all the sales !*

In 2012 we see great potential. Finally we are able to meet the pent-up demand for X3. Customers will not have to wait for the car for over 6 months, unlike last year. In February, sales of the new BMW 3 Series, traditionally a BMW world bestseller, will

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begin. I am sure that in Russia, like in other countries, this sport-sedan will head the short-list of sales. Good news await business class car buyers as well: a new, more affordable modification of the BMW 5 Series, will appear, but now it is too early to speak of this car," concludes Mr. Kronschnabl.

The “hot five” of the BMW 2011 car sales

FIRST PLACE: BMW 1 Series. For the second year in a row, this compact city car heads the top five list of the best-selling BMW cars in Russia. The new generation of Series 1 appeared only in the fall of 2011, and the model has a good chance to retain the bestseller status in 2012. Customization possibilities were enhanced, the new design lines, Sport Line and Urban Line, appeared, the size was slightly increased, and so was the extensive range of optional equipment. These are the components of success of the new BMW 1 Series in 2012.

SECOND PLACE: BMW 3 Series. For many years, this sport-sedan has been among the five best-selling BMW cars in Russia. The Series 3 car is a recognized symbol of BMW power, dynamics and design. It wins the “silver” for the second consecutive year. Last November the company had announced the release of the next generation of this model. In Russia it will be presented in February 2012. For the first time the car features three design lines at once: Sport, Luxury and Modern. At the initial stage, Russian buyers will be able to choose between two gasoline modifications (BMW 328i and BMW 335i) and one diesel (BMW 320d).

THIRD PLACE: BMW 5 Series. This elegant business sedan made the top three bestselling models in Russia. In 2011, the product line of the BMW 5 Series expanded with the introduction of new gasoline and diesel engines that spurred the buyers’ interest. Two new four-cylinder engines with BMW TwinPower Turbo technology appeared, while the BMW M5 with high performance V8, 560 hp capacity became the top modification. This car was called not just a business class car but a “business class fireball racecar”.

FOURTH PLACE: BMW X1. The compact crossover BMW X1 became the powerful breakthrough of the year. Having made it to the top five for the first time, X1 gains more and more fans due to its high ground clearance, bright design, as well as a wide choice of engines. For the first time a crossover was equipped with a 4-cylinder gasoline engine and BMW TwinPower Turbo technology (BMW X1 xDrive28i).

FIFTH PLACE: BMW X5. BMW X5 is the fifth in the top 5 BMW cars of the year. Traditionally popular in Russia, this outstanding crossover owes its success to BMW xDrive, a smart four-wheel drive, and wide customizability of the exterior and interior.

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At the moment, eight modifications of the crossover are offered to Russian motorists. Two of these are high-tech creations of the BMW M GmbH sports division.

BMW Group dealer network in Russia

Expansion of the dealer network is one of the foundations of the BMW Group's success in the Russian market. Today, the BMW Group has the most advanced dealer network in the premium cars segment in Russia. In 2011, the number of authorized dealer centers reached a record high at 59 salons. Among the important openings of the year there were: a new dealership in Moscow, the world's second specialized salon of BMW M in St. Petersburg, as well as the largest regional dealership with a floorspace of 7000 m² in Yekaterinburg.

Authorized BMW dealers in any Russian city offer high-level service to their customers and a complete range of BMW and MINI car diagnostics, maintenance and repair services. BMW Group Russia is planning the further expansion of the dealer network in 2012. The milestone 60th dealership will open its doors as early as the 1st quarter of this year.

Cultural and social events

2011 was rich in outstanding events in various areas of social and cultural life. BMW Group Russia, which traditionally supports the worlds of art and sport, participated in the most important projects of the year.

The past year will go down in the chronicles of modern Russia as the year when the historical stage of the State Academic Bolshoi Theatre of Russia was reopened. Interestingly, the Bolshoi Theatre was originally established in 1776 on the order of Catherine the Great, a Russian Empress who was German-born (her birth name was Sophie Auguste Friederike von Anhalt-Zerbst-Dornburg).

BMW Group Russia, a longtime partner of the main theater of the country, took an active part in the preparation and conduct of this important event, providing luxurious BMW 7 series cars for the distinguished guests at the celebration.

One of the important activities of the company in the last year was participation in charitable projects, as well as creating the company's own programs aimed at improving the education of children and adolescents. For example, the company supported the initiatives of Natalia Vodianova's Naked Heart Foundation, participated in the Harpers Bazaar annual charity ball, as well as implemented a Create the Car of the Future! career guidance program in partnership with the ART Personality school of St. Petersburg.

In 2011, the range of sports events of BMW Group Russia was enriched. In addition to the traditional BMW Golf Cup International golf tournament, support of yachting and equestrian sports, BMW participated in the organization and conduct of a biathlon competition for the first time. The company supported the Russian stage of the

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tournament under the umbrella of global sponsorship of the biathlon World Cup and World Championship of 2011.

The company's plans for 2012

The major tasks of BMW Group Russia in 2012 are further expansion of the dealer network, expansion of local manufacturing and, as a consequence, preservation and strengthening of already strong positions in the premium segment.

The coming year will be rich in premieres of new models: BMW will introduce six new models at once at the Moscow Auto Show to be held in August. New models will appear in the MINI model line as well.

Following the development of the latest communications technology, the BMW Group will continue to expand the BMW ConnectedDrive features package. The company also plans studies and innovations in the area of improving safety, both in the car and outside it. The only thing that stays the same is the vivid emotions experienced while driving BMW.

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