

Media Information
9 September 2015

BMW Group produces 10 million BMW 3 Series Sedans

Core model manufactured at four plants worldwide

Landmark vehicle made at BMW Group Plant Munich

Munich. The ten millionth BMW 3 Series Sedan has rolled off the production lines at BMW Group Plant Munich. The landmark vehicle is the latest milestone in the 40-year success story of the BMW 3 Series. So far the BMW Group has produced more than 14 million cars of this model series, more than half of them BMW 3 Series Sedans. Production of the new BMW 3 Series Sedan was launched just recently, in July of this year. The landmark ten millionth vehicle is a BMW 320d in Imperial Blue.

Hermann Bohrer, Plant Director at the BMW Group facility in Munich, commented: “The success story of the BMW 3 Series started here in Plant Munich and is now reaching a very special highpoint here as well. The fact that this landmark vehicle was produced at our plant is a particular honour for us and makes me very proud indeed of my team.”

As the only facility to have produced all six generations of the BMW 3 Series, BMW Group Plant Munich is seen as the leader for all the other facilities producing the same model series. To meet the many requirements of the various generations, the plant had to rise to new challenges each time. The constant modernisation and enhancement of production systems means today’s customers have a multitude of model variants and equipment options to choose from and can tailor their cars almost entirely to their personal specifications.

BMW Group Plant Munich currently produces 1,000 cars a day, half of them BMW 3 Series. To meet strong demand, the model series is also manufactured at Plants Regensburg (Germany), Rosslyn (South Africa) and Tiexi (China).

A success story begins

In 1970 BMW Group developers began working on a new model series that would later become the most successful BMW. To this day each new generation of the

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BMW 3 Series has consistently fulfilled the same requirements, coupling everyday versatility with contemporary design and a sporty driving experience. After five years of development work, production of the international bestseller was finally launched in June 1975. Just a few years later the first variants were added to the range as well. With each new generation, the BMW 3 Series has led the way and established itself as the vanguard of its class.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax was € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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