

Media Information  
7 March 2012**Embargo 09:00 a.m. CET!****BMW Group reports best February sales ever**

127,634 automobiles delivered, an increase of 14.2%

Solid double-digit growth in America and Asia

Robertson: We intend to continue the positive trend

**Munich.** With 127,634 BMW, MINI and Rolls-Royce brand automobiles delivered worldwide (+14.2% / prev. yr. 111,724), the BMW Group achieved its best-ever February sales result. A total of 239,800 (prev. yr. 216,917) vehicles have been delivered to customers since the start of the year – an increase of +10.5% compared with the same period last year.

“February was another record month for the BMW Group and we intend to continue the positive development. We aim to exceed our 2011 record sales in 2012 and to maintain our position as the number one premium car company worldwide”, said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing. Robertson continued: “The new BMW 3 Series, which was launched worldwide in mid-February, will play an important role in driving further growth for the BMW Group. It has had an excellent start, with incoming orders exceeding our expectations. Additional new models such as the luxurious BMW 6 Series Gran Coupé, which we unveiled at the Geneva Auto Salon, will also provide for further impetus in the second half of the year.”

**BMW: Strong demand for BMW X models**

A total of 107,359 BMW brand vehicles were sold worldwide in February, an increase of +12.5% (prev. yr. 95,427). Year-to-date, sales are +9.3% higher at 203,545 vehicles than for the same period last year (prev. yr. 186,285). There was particularly strong demand for all BMW X models last month: BMW X1, 9,059 (prev. yr. 7,531/+20.3%); BMW X3, 11,053 (prev. yr. 7,393/+49.5%); BMW X5, 8,194 (prev. yr. 7,022/+16.7%); BMW X6, 3,414 (prev. yr. 2,533/+34.8%). Demand for the BMW 6 Series was also strong last month, with sales surging +500.9% to 1,298 vehicles delivered (prev. yr. 216). Since its introduction last year, the BMW 6 Series has consistently performed well and has now topped sales of 10,000 cars. The BMW flagship 7 Series continues to report gains, with 5,294 vehicles sold last month, an increase of +11.4% over the previous year (prev. yr. 4,754). The BMW 1 Series 5-door continued its positive development, with sales increasing +41.1% to 12,950 vehicles

## Media Information

Date 7 March 2012

Subject BMW Group reports best February sales ever

Page 2

in February (prev. yr. 9,176).

**MINI: Countryman continues strong performance**

The MINI brand reported another excellent month, with 20,020 MINI cars delivered world-wide, an increase of +24.8% over February 2011 (prev. yr. 16,045). 35,788 MINI cars have been sold year-to-date, an increase of +18.6% compared with the first two months of 2011 (prev. yr. 30,170). The MINI Countryman contributed to over one third of MINI's sales in the first two months with retail climbing to 12,388 cars, an increase of +61.2% compared to the same period last year (prev. yr. 7,687).

Ian Robertson said, "The success of the MINI Countryman is testimony to MINI's ability to venture into new segments. We are thrilled to announce that the MINI Clubvan, which we unveiled yesterday at the Geneva Auto Salon, will become a new member of the family in the second half of 2012".

**Markets: Solid double-digit growth in America and Asia**

BMW Group retail volumes rose on all continents and in virtually all markets in February. In Europe sales remained stable and grew +0.1% to 57,434 units (prev. yr. 57,386). Asia accounted for 34,701 units (prev. yr. 25,722) and climbed +34.9% while sales in the Americas were up +25.9% to reach 31,025 vehicles (prev. yr. 24,640) in February. In the U.S., sales climbed +31.5% to 26,184 units in the month under review (prev. yr. 19,919). The dynamic growth continued in China, with a total of 22,916 (prev. yr. 16,511) vehicles sold there last month – an increase of +38.8%. Other Asian markets, such as Japan with 4,183 units (prev. yr. 3,092/+35.3%) and South Korea with 2,370 units (prev. yr. 1,797/+31.9%), also reported robust growth. In Germany, new registrations of BMW Group vehicles remained around last year's level at 18,219 vehicles (prev. yr. 18,880). Strong gains were reported in February from important emerging markets such as Russia where retail volumes increased +61.1% to 2,548 units (prev. yr. 1,582). Sales in India rose +18.7% to 736 deliveries (prev. yr. 620).

**BMW Motorrad: Year-to-date sales increase 5.6%**

BMW Motorrad also achieved an increase in sales in February. Deliveries climbed +1.8% to

## Media Information

Date 7 March 2012

Subject BMW Group reports best February sales ever

Page 3

reach a total of 6,841 (prev. yr. 6,720) motorcycles. Year-to-date, 12,078 BMW motorcycles were sold, an increase of +5.6% (prev. yr. 11,434). Husqvarna delivered 916 (prev. yr. 902/+1.6%) motorcycles last month to its dealer network. Year to date, deliveries grew +15.5% to 1,460 motorcycles compared with the first two months of 2011 (prev. yr. 1,264).

**BMW Group sales in / up to February 2012 at a glance**

	In Feb 2012	Comp. to prev. year	Up to/incl. Feb 2012	Comp. to prev. year
BMW Group Automobiles	127,634	+14.2%	239,800	+10.5%
BMW	107,359	+12.5%	203,545	+9.3%
MINI	20,020	+24.8%	35,788	+18.6%
BMW Motorrad	6,841	+1.8%	12,078	+5.6%
Husqvarna Motorcycles	916	+1.6%	1,460	+15.5%

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles 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.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>



## Media Information

Date 7 March 2012

Subject BMW Group reports best February sales ever

Page 4

If you have any queries, please contact:

### **Corporate Communications**

Linda Croissant, Business and Finance Communications

[Linda.Croissant@bmw.de](mailto:Linda.Croissant@bmw.de)

Telephone: +49 89 382-35617, Fax: +49 89 382-24418

Mathias Schmidt, Business and Finance Communications

[Mathias.M.Schmidt@bmw.de](mailto:Mathias.M.Schmidt@bmw.de)

Telephone: +49 89 382-24118, Fax: +49 89 382-24418

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

Email: [presse@bmw.de](mailto:presse@bmw.de)