



Media Information  
January 7, 2013

**BMW Group reports record sales to remain UK's  
number one premium car company**  
Record BMW and MINI sales

In 2012, BMW Group in the UK achieved its best ever sales result and confirmed its position as the number one premium car company in the UK. In total, 178,854 BMW and MINI vehicles were registered, an increase of 7.23 per cent over 2011 against a market which has seen overall sales rise by 5.32 per cent. The BMW brand accounted for 127,530 sales, an increase of 9.33 per cent compared to 2011 and nearly 6,000 vehicles more than its previous UK sales record in 2007. MINI sold 51,324 vehicles, its best annual sales performance since the vehicle's UK launch in July 2001, representing a 2.51 per cent increase over 2011.

BMW Group market share increased to a record 8.75 per cent of the total UK car market in 2012 (BMW 6.24 per cent and MINI 2.51 per cent) bolstered by the introduction of the new BMW 3 Series Saloon and Touring and the newly-launched MINI Coupé and Roadster models. This means that one in 11 of all new cars sold in the UK last year was a BMW Group product.

“BMW has not only secured its position as the UK's top premium brand in 2012 but has also recorded its highest ever sales result and market share in the UK. We have seen strong sales growth from BMW Group in the UK this year with growth driven by particularly strong demand for the new BMW 3

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# **BMW Group**

## **United Kingdom**

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Series Saloon and Touring models. The latest X3 and X1 ranges have also played an important part,” said Tim Abbott, Managing Director of BMW Group UK.

“MINI has also achieved record UK sales thanks to strong performances from all models including the MINI Coupé and MINI Roadster. The combination of MINI’s unique brand image and the expanding product portfolio continues to attract new customers.

“These results are testament to the strong partnership we have with our UK dealer network with BMW and MINI dealers investing over £60 million in modern, customer-friendly retail facilities during 2012.

“Although the 2013 economic outlook is challenging, we remain cautiously optimistic,” concluded Abbott.

### **BMW Brand Sales**

In 2012, sales of BMW brand vehicles increased by 9.33 per cent with a total of 127,530 vehicles representing a record 6.24 per cent of the UK market in a year which saw BMW as the successful Official Automotive Partner to the London 2012 Olympic & Paralympic Games. Sales of the BMW 1 Series range increased by 20.0 per cent over the year with the 5-door model firmly established as the best-selling 1 Series model with sales of over 23,000 vehicles. With more than 44,000 sales, the newly-launched BMW 3 Series Saloon and Touring models are becoming well-established in the market. The BMW 6 Series has enjoyed a sales record in 2012 with more than 2,300 vehicles sold. BMW X Series models have made a significant contribution to the company’s sales growth. Since the previous record year in 2007, and the

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introduction of X6 in 2008, X1 in 2009 and new X3 and X5 models, sales of X models have risen by 74 per cent to from 12,090 to 21,077 in 2012.

### MINI Brand Sales

MINI recorded its highest ever UK sales since launch in 2001 and captured 2.51 per cent of the market with sales of 51,324 vehicles, an increase of more than 2.0 per cent compared to 2011. Offering a combination of sporty performance, low running costs and class-leading residual values, the UK's favourite premium small car has continued to attract more customers despite the economic downturn.

### BMW Group UK sales: January to December 2012:

	December 2012	% market share	December 2011	% market share	% change	Year to date 2012	% market share	Year to date 2011	% market share	% change
<b>BMW</b>	10,175	8.24%	7,535	6.32	35.04%	127,530	6.24%	116,642	6.01%	9.33%
<b>MINI</b>	4,499	3.64%	4,278	3.59	5.17%	51,324	2.51%	50,138	2.58%	2.37%
<b>Total BMW Group</b>	14,674	11.88%	11,813	9.91	24.20%	178,854	8.75%	166,780	8.59%	7.23%

**Ends**

### 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

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Group operates 29 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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 eight years.

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