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|  | **Media Information** |
|  | **January 7, 2016** |
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|  | BMW Group UK reports record 2015 UK sales |
|  | * BMW and MINI celebrate highest ever UK sales
* Growth driven by strong demand across retail and corporate sectors
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BMW Group in the UK achieved its best ever sales in 2015 with both BMW and MINI brands setting new UK records. In total 230, 972 BMW and MINI vehicles were registered, an increase of 14 per cent over 2014. The BMW brand accounted for 167,391 sales, an increase of 12 per cent compared to 2014 and over 18,000 vehicles more than its previous UK sales record in 2014. MINI sold 63,581 vehicles, its best annual sales performance since the model’s launch in July 2001, representing an 18 per cent increase over the previous year.

BMW Group achieved a market share of 8.7 per cent of the total UK car market in 2015 (BMW 6.3 per cent and MINI 2.4 per cent) bolstered by the introduction of 11 new BMW and MINI models including the flagship BMW 7 Series and the newly-launched MINI Clubman.

“BMW Group had a tremendous year in 2015 breaking records with both its BMW and MINI brands in the UK with sales exceeding 230,000 vehicles for the first time and establishing BMW as the leading premium brand in the UK. Our results have been driven not only by strong growth in our retail sales but also by particularly high demand from the corporate sector where we have increased sales by 18 per cent,” said Graeme Grieve, Chief Executive Officer of BMW Group UK.

“These results are testament to the strong partnership we have with our UK retailer network. BMW and MINI retailers have invested nearly £125 million in modern, customer-friendly retail and service facilities with extended opening hours.

“Although the 2016 economic outlook remains challenging, we have a significant number of new model introductions and are looking forward to another strong year,” Grieve added.

**BMW brand sales**

With the BMW brand sales growing at nearly twice the rate of the overall market, demand for the BMW 2 and 4 Series ranges has been particularly strong accounting for over 41,500 customer deliveries. The BMW 5 Series remains a key player in the corporate sector and sales of over 21,000 vehicles contributed to a 14 per cent growth in BMW sales in this area of the market.

BMW UK also sold over 3,000 electric vehicles as its dedicated BMW i brand saw sales grow by more than 80 per cent compared to the previous year. BMW has also expanded its range of PHEVs with the introduction of X5 and 3 Series PHEV models.

BMW X Series models have also made a significant contribution to the company’s sales growth and now represent nearly 15 per cent of BMW’s total UK sales.

2015 also marked the launch of a new BMW sales channel, BMW Retail Online, making BMW the first manufacturer to offer the customer a complete car purchase or lease process online from the comfort of their home.

**MINI brand sales**

MINI celebrated it highest ever UK sales since its launch in 2001 capturing 2.4 per cent of the market. MINI 3-door Hatch remained the brand’s biggest selling model, closely followed by its 5-door sibling with a total of 44,560 Hatch models sold in their first full calendar year of sales. With MINI’s performance brand, John Cooper Works, also celebrating a record year, the new MINI Clubman joined the model family in the last quarter of 2015 and the all-new MINI Convertible is set for its UK launch in March this year.

**BMW Group UK sales: January to December 2015**

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|  | **December 2015** | **December 2014** | **% change** | **Year to date 2015** | **Year to date 2014** | **% change** |
| **BMW** | 17,181 | 12,445 | +38.0 | 167,391 | 148,878 | +12.6 |
| **MINI** | 7,370 | 7,172 | +2.7 | 63,581 | 53,661 | +18.5 |
| **Total BMW Group** | 24,551 | 19,617 | +25.1 | 230,972 | 202,539 | +14.0 |

 **Ends**

**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 for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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