



BMW Group UK reports 2019 sales

- **One in ten UK new car customers choose a BMW or MINI vehicle**
- **27 per cent increase in fully-electric BMW i3 deliveries to customers**

BMW Group UK has reported 234,637 BMW and MINI vehicle registrations in 2019 with one in ten UK new car customers now selecting a BMW Group vehicle. The BMW brand increased its market share to 7.3 per cent in a declining market and accounted for 169,753 sales. MINI achieved a UK market share of 2.8 per cent with sales of 64,884 vehicles representing a 3.2 per cent decrease over the previous year.

“Despite a third year of decline for the UK new car market, a combination of our younger product portfolio and stronger consumer demand for premium products saw the BMW Group achieve a ten per cent share of the UK market,” said Graeme Grieve, Chief Executive Officer of BMW Group UK.

“Although the 2020 economic outlook remains challenging, we will be further strengthening our product range with a particular focus on broadening customer appeal of our fully-electric and plug-in hybrid models. A new plug-in hybrid version of the BMW X1 model goes on sale in the first quarter followed by the BMW 3 Series Touring plug-in hybrid in the summer. Customer deliveries of the new all-electric MINI start in March and we already have a strong bank of advance orders for the Oxford-produced vehicle. By the end of 2020 we will have 16 electrified cars for our customers to choose from,” Grieve added.

The BMW 1 Series was the brand’s biggest selling model in 2019, closely followed by the BMW 3 Series Saloon and the BMW 5 Series Saloon. BMW’s results were also driven by a strong performance from the BMW X Series models which saw 52,466 vehicles delivered to customers, an increase of more than 27 per cent compared to 2018. More than 4,300 fully-electric BMW i3 models were sold, an increase of 27 per cent, reflecting the increasing customer demand for electrified vehicles while both the BMW 330e and BMW 530e Saloon models continue to dominate their respective plug-in hybrid segments.

BMW Group Company

Postal Address
BMW (UK) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Fax
01252 920001

Internet
www.bmw.co.uk

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MINI UK achieved a 2.8 per cent market share in 2019 with 64,884 vehicle registrations. The brand's biggest and most versatile model, the MINI Countryman, recorded an 18 per cent increase versus 2018 with 17,248 registrations, due in part to the extremely strong customer demand for the plug-in hybrid model with 3,774 vehicles registered. MINI Hatch saw 35,752 registrations between the 3-door Hatch and 5-door Hatch models.

BMW Group UK sales: January to December 2019:

	Year to date 2019	Year to date 2018	% change
BMW	169,753	172,048	-1.3
MINI	64,884	67,021	-3.2
Total BMW Group	234,637	239,069	-1.8

Ends

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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For further information please contact:

Angela Stangroom
General Manager, Corporate Communications
Tel: 07815 370425

Email: Angela.Stangroom@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376 867
Email: Graham.Biggs@bmw.co.uk