

IMMEDIATE

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BMW GROUP REPORTS STRONGEST SALES MONTH EVER BMW Brand Breaks All Previous US Sales Records

Woodcliff Lake, NJ – June 2, 2004... The BMW Group (BMW and MINI brands combined) reported an increase of 8 percent in May sales for 27,787 vehicles compared to the 25,765 vehicles sold that month in 2003, making it the best sales month ever for the BMW Group. The BMW Group also reported year-to-date sales of 115,737 vehicles, an increase of 3 percent from 112,278 sold in the first five months of 2003.

BMW Brand Reports Sales

BMW of North America, LLC reported its strongest month ever, with sales of 24,432 automobiles and Sports Activity Vehicles, an increase of 9 percent compared to the 22,455 vehicles reported last May.

Year-to-date, sales of BMW brand vehicles were up 3.2 percent with sales of 100,821 vehicles compared to 97,664 vehicles sold in first five months of 2003.

BMW Automobile Sales

BMW's automobile sales dipped slightly in May, to 19,385 versus 19,610 in the same month a year ago. Year-to-date sales were down 4.7 percent, to 79,896 automobiles compared to 83,793 in the same period a year ago.

BMW Sports Activity Vehicle Sales

Strong sales of BMW's new X3 Sports Activity Vehicle have contributed to the record sales month. Total May SAV sales were 5,047, compared to 2,845 vehicles sold in May 2003, a jump of 77 percent. Year-to-date, sales of BMW's SAV models

are up 51 percent, to 20,925 vehicles compared to 13,871 for the same period in 2003.

Certified Pre-owned

BMW also reported sales of 6,681 Certified Pre-owned vehicles compared to 6,715 vehicles sold in May 2003. Year-to-date, BMW CPO sales were up 6 percent to 29,744 vehicles over 28,123 in the same period a year ago.

MINI Brand

MINI Automobiles

Demand for MINI brand automobiles continues to be strong. Sales of MINI automobiles in May are up 1.4 percent with sales of 3,355 over the 3,310 in 2003. Year-to-date, sales were up 2.1 percent, with 14,916 cars compared to 14,614 sold a year ago.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 76 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

www.rolls-roycemotorcars.com

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address:

www.press.bmwgroup.com

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