

IMMEDIATE

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BMW GROUP REPORTS JANUARY SALES

Woodcliff Lake, NJ, February 3, 2004... The BMW Group (BMW and MINI brands combined) reported weather and inventory-related sales decreases with January sales of 16,135 vehicles, down 19 percent from 19,823 units sold in the first month of 2003.

BMW Brand Reports January Sales

BMW of North America, LLC reported that inclement weather in many parts of the U.S. impacted sales, together with low inventories of two important models, resulted in weaker-than-normal January sales of 13,379 automobiles and Sports Activity Vehicles, down 21 percent from 17,005 vehicles sold in the same period last year.

BMW Automobile Sales

BMW reported sales of 10,607 compared to the 14,311 cars sold in January 2003, a decrease of 26 percent. Inventories of the popular new 5 Series sedans were already low going into the new year and remained low throughout the month. In fact, the "order bank" of pre-sold automobiles is highest for the BMW 5 Series and BMW dealers have an unusually low inventory of those models.

BMW Sports Activity Vehicle Sales

January 2004 sales of BMW's X5 Sports Activity Vehicles were down by 26 percent, to 1,989 vehicles compared to the 2,694 reported in 2003. Inventories of BMW's X5 Sports Activity Vehicles were extremely low going into the month and remained low throughout January.

BMW Certified Pre-owned Vehicles Sales

Sales of BMW CPO vehicles remained relatively constant for the month, as the company reported sales of 5,020 for January, off by 0.6 percent from the 5,052 sold in January 2003.

MINI Brand

MINI Automobiles

Demand for MINI brand automobiles remained high, and the division reported sales of 1,456 MINI Cooper and 1,299 MINI Cooper S models for a monthly total of 2,756, which is 2 percent less than the 2,818 units sold in January 2003. Again, the dip in January sales is the result of inclement weather in several regions of the country.

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 Corp. 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, 73 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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