|  |  |
| --- | --- |
|  |  |
| **For Release:** | IMMEDIATE |
|  |  |
| **Contact:** | Jan Ehlen  Business Communications Manager  BMW of North America, LLC  (201) 307-3789 / jan.ehlen@bmwna.com |

**BMW GROUP U.S. REPORTS DECEMBER 2009 SALES**

**BMW brand sales up 11.5 percent; MINI sales decreased 2.2 percent; MINI achieved second best year ever since launch in the US in 2002**

**Woodcliff Lake, NJ – January 5, 2010...** The BMW Group in the U.S. (BMW and MINI combined) reported December sales of 23,617 vehicles, an increase of 9.2 percent from the 21,626 vehicles sold in the same month a year ago. For 2009, the BMW Group also reported a total sales volume of 241,727 vehicles, down 20.3 percent compared to 303,190 vehicles sold in 2008.

**BMW Brand Sales**

Sales of BMW brand vehicles increased 11.5 percent in December for a total of 20,128 vehicles compared to 18,060 vehicles reported in the same month a year ago. For the year, BMW brand sales were down 21.1 percent to 196,502 vehicles compared to 249,113 vehicles sold in 2008.

Sales showed a good performance throughout the model line-up. Supported by strong X5 AdvancedDiesel sales – one out of three customers opted for a Diesel model – the X5 sold 3,513 vehicles, up 22.3 percent compared to December 2008. The BMW X6 was up 30.1 percent to 562 units. The 5 Series gained 5.8 percent vs. December 2008 just prior to the introduction of an all-new 5 Series in the second quarter of 2010. The all-new BMW 7 Series and Z4 Roadster also had significant increases compared to last December, partially due to model cycle updates and limited inventory a year ago.

“The numbers show a good month for us, but more importantly is the fact we saw traffic, shopping and sales evenly distributed throughout December,” said Jim O’Donnell, President of BMW of North America, LLC. “We take this as a hopeful sign that there’s a bit more rational demand building up in the premium market rather than just shopping for month-end deals.”

**BMW Certified Pre-Owned (CPO)**

In December, BMW’s Certified Pre-Owned program achieved its second best month ever with 11,134 vehicles sold, topped only by the 11,719 vehicles reported in the same month a year ago. For the year, CPO sales were up 9.5 percent to 114,423 over the 104,500 reported in 2008, making 2009 a new record year for the program.

**MINI Brand Sales**

MINI USA reported sales of 3,489 automobiles, a decrease of 2.2 percent compared to

3,566 cars reported in the same month a year ago. For the year, MINI USA also reported sales of 45,225 automobiles, a decrease of 16.4 percent compared to the 54,077 cars reported in 2008.

“In a 2009, where our segment was down over 40 percent, we’re quite happy with MINI’s performance as it was the second best year since the launch of the brand in 2002, and market share increased significantly,” said Jim McDowell, Vice President MINI USA.   “For 2010, our growth story should continue driven by three factors: an improving economy, adding dealerships in key markets of opportunity across the US, and building momentum for doubling the number of vehicles in the MINI range.”

**Table: Sales BMW of North America, LLC, December 2009**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Dec.  2009 | Dec.  2008 | % | YTD  2009 | YTD 2008 | % |
| **BMW brand** | **20,128** | **18,060** | **11.5** | **196,502** | **249,113** | **-21.1** |
| BMW passenger cars | 15,534 | 13,796 | 12.6 | 158,577 | 195,085 | -18.7 |
| BMW light trucks  (SAVs) | 4,594 | 4,264 | 7.7 | 37,925 | 54,028 | -29.8 |
| **MINI brand** | **3,489** | **3,566** | **-2.2** | **45,225** | **54,077** | **-16.4** |
| **TOTAL Group** | **23,617** | **21,626** | **9.2** | **241,727** | **303,190** | **-20.3** |

## 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 of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy 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 X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 90 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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

[www.bmwgroupna.com](http://www.bmwgroupna.com/)

[www.press.bmw-motorsport.com](http://www.press.bmw-motorsport.com/)

#      #      #

**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.bmwna.com](http://www.press.bmwna.com).  Additional information, images and video may be found at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com).  Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com/).

#      #      #