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| **For Release:** | IMMEDIATE |
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**BMW GROUP U.S. REPORTS JANUARY 2010 SALES**

**Woodcliff Lake, NJ – February 2, 2010...** With sales up 7.7 percent in January to 15,410 vehicles, the BMW Group in the U.S. (BMW and MINI combined) had a good start into the year 2010.

Sales of BMW brand vehicles increased 7.6 percent in January for a total of 13,163 vehicles compared to 12,232 vehicles reported in the same month a year ago. MINI USA reported sales of 2,247 automobiles, an increase of 7.9 percent compared to

2,082 cars reported last January.

“Traffic in our showrooms was a bit sporadic this month but combined with a strong December we are delighted to see a positive January gain,” said Jim O’Donnell, President of BMW of North America, LLC. “The new 7 Series had a particularly encouraging performance, assuming segment leadership with over 1,300 units sold.”

One the used car side, sales of BMW’s Certified Pre-Owned vehicles were down 25.6 percent, to 7,443 CPO vehicles versus 10,007 vehicles in January 2009. Despite a industry-wide slow start coming out of the 2010 gate, BMW’s used car business expects to hold their own this year.

**Table: Sales BMW of North America, LLC, January 2010**

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| --- | --- | --- | --- |
|  | Jan.2010 | Jan.2009 | % |
| **BMW brand** | **13,163** | **12,232** | **+7.6** |
|  BMW passenger cars | 10,033 | 8,697 | +15.4 |
|  BMW light trucks (SAVs) | 3,130 | 3,535 | -11.5 |
| **MINI brand** | **2,247** | **2,082** | **+7.9** |
| **TOTAL Group** | **15,410** | **14,314** | **+7.7** |

## 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/)

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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.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/).

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