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**BMW GROUP U.S. Reports April 2010 Sales**

* **BMW continues to lead key premium segments - new 5 Series introduction in June to renew challenge in one more**
* **MINI sales continue to outperform the premium small car segment**

**Woodcliff Lake, NJ – May 3, 2010...** The BMW Group in the U.S. (BMW and MINI combined) reported April sales of 21,111 vehicles, an increase of 9 percent from the 19,362 vehicles sold in the same month of 2009. Year to date, the BMW Group also reported a total sales volume of 76,162 vehicles, up 7.9 percent compared to 70,606 vehicles sold in the first four months of last year.

**BMW Brand Sales**

The BMW brand continued its positive results in April with good sales in the key volume segments of the premium market. In total, sales increased 10 percent to reach 17,268 vehicles. Year to date, sales increased 8.8 percent to 63,591 vehicles.

In the important midsize sports sedan segment, BMW maintained its leading position with sales of the 3 Series sedan up 63.7 percent to 5,464 units. After just one year in the market, the BMW 7 Series also kept its lead in the large luxury vehicle segment with sales up 96.3 percent to 1,555 units in April. With the 1 Series and Z4, BMW also continued its lead in two smaller volume segments of the premium market.

“April’s positive results are an achievement keeping in mind we have two high volume models in short supply due to the end of their lifecycles,” said Jim O’Donnell, President of BMW of North America, LLC. “Both the X3 and 5 Series are in transition and we anxiously await the new 5 on sale in June as it has received superb early reviews in comparisons with the competition. The all-new X3 arrives at the end of this year and we anticipate strong demand for this new entry in the hot premium smaller crossover segment.”

To prepare for the production of the X3, BMW’s plant in Spartanburg, SC undergoes a $750 million expansion to be completed in late summer of this year. The local manufacturing of the X3 will provide the company a range of opportunities when the vehicle is introduced to the market.

**BMW Pre-Owned Vehicles**

In April, sales of BMW’s used vehicles (Including certified pre-owned vehicles) sold through BMW’s dealership network increased 23 percent to 15,472 vehicles. Year-to-date, used vehicle sales were up 6 percent to 55,320 vehicles.

**MINI Brand Sales**

While the premium small car segment is lagging other segments, MINI continued to show a strong performance and increased its segment share. In April, 3,843 MINI’s were sold, up 5.1 percent versus the 3,657 units reported in the same month a year ago.  Year-to-date, MINI USA also reported sales of 12,571 automobiles, an increase of 3.3 percent.

MINI’s long term growth prospects continue to be strong due to macro economic developments in the U.S. To prepare for this future growth, MINI’s product range will double from three to six models starting in 2011 and the dealer network is being expanded to 100 exclusive stores by summer of this year with dealers investing a combined $200 million this year and last.

**Table: Sales BMW of North America, LLC – April 2010**

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| --- | --- | --- | --- | --- | --- | --- |
|  | April 2010 | April2009 | % | YTD2010 | YTD 2009 | % |
| **BMW brand** | **17,268** | **15,705** | **10.0** | **63,591** | **58,436** | **8.8** |
|  BMW passenger cars | 14,142 | 12,826 | 10.3 | 49,916 | 47,066 | 6.1 |
|  BMW light trucks  (SAVs) | 3,126 | 2,879 | 8.6 | 13,675 | 11,370 | 20.3 |
| **MINI brand** | **3,843** | **3,657** | **5.1** | **12,571** | **12,170** | **3.3** |
| **TOTAL Group** | **21,111** | **19,362** | **9.0** | **76,162** | **70,606** | **7.9** |

## 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, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 94 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/)

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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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