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| **For Release:** | Immediate |
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**BMW Group U.S. Reports July 2010 Sales**

**Woodcliff Lake, NJ – August 3, 2010...** The BMW Group in the U.S. (BMW and MINI combined) reported July sales of 23,390 vehicles, an increase of 10.1 percent from the 21,253 vehicles sold last year. Year-to-date, the BMW Group also reported a sales volume of 144,975 vehicles, up 6.8 percent from the 135,701 units sold last year.

“We’re delighted to have the all-new 5 Series in the market, and just as we had hoped, the first full month results with this new car have been very positive,” said Jim O’Donnell, President of BMW of North America, LLC.  “Current and new customers love it, our dealers would like to have even more, and what we’ve also seen is strong market demand once again for a vehicle with the size, performance and flexibility of our X5.”

**BMW Brand Sales**  
Sales of BMW brand vehicles increased 16.4 percent for a total of 19,064 vehicles from the 16,381 units sold last year. Year-to-date, BMW sales were up 8.9 percent to 119,696 vehicles from the 109,944 units sold last year.

In July, the best performing vehicles included the 1 Series, up 53.3 percent to 1,392 and the X5, up 50.5 percent to 2,815. The 5 Series performed very well with an increase of 9.6 percent to 2, 724.

**BMW Pre-Owned Vehicles**  
Sales of BMW’s used vehicles (including certified pre-owned and pre-owned) increased 11.6 percent to 15,075 vehicles from the 13,508 units sold last year.  Year-to-date, used vehicle sales were up 5.9 percent to 98,795 vehicles from the 93,307 units sold last year.

**MINI Brand Sales**  
MINI USA reported sales of 4,326 automobiles, a decrease of 11.2 percent from the 4,872 cars sold last year. The drop in sales was affected by the Cash for Clunkers program that took place in July and August of 2009 and boosted sales volume. Excluding this one-off, the brand’s sales performance would have been ahead of last July. Year-to-date, MINI USA also reported sales of 25,279 automobiles, a slight decrease of 1.9 percent and nearly on par with the 25,757 units sold last year. In a segment that is down double digits year-to-date, the brand continued to gain market share.

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

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| --- | --- | --- | --- | --- | --- | --- |
|  | July  2010 | July  2009 | % | YTD  2010 | YTD 2009 | % |
| **BMW brand** | **19,064** | **16,381** | **16.4** | **119,696** | **109,944** | **8.9** |
| BMW passenger cars | 15,140 | 13,404 | 13 | 93,563 | 88,847 | 5.3 |
| BMW light trucks  (SAVs) | 3,924 | 2,977 | 31.8 | 26,133 | 21,097 | 23.9 |
| **MINI brand** | **4,326** | **4,872** | **-11.2** | **25,279** | **25,757** | **-1.9** |
| **TOTAL Group** | **23,390** | **21,253** | **10.1** | **144,975** | **135,701** | **6.8** |

## 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, 99 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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