

BMW Group



Sales BMW of North America, LLC, July 2010

	July 10	July 09	%	YTD July 10	YTD July 09	%
1 Series	1,392	908	53.3%	7,196	6,529	10.2%
3 Series	8,897	7,992	11.3%	56,111	50,864	10.3%
Z4	236	614	-61.6%	1,964	1,434	37.0%
5 Series	2,724	2,486	9.6%	18,570	23,293	-20.3%
6 Series	987	252	291.7%	1,983	2,378	-16.6%
7 Series	904	1,152	-21.5%	7,739	4,349	77.9%
BMW passenger cars	15,140	13,404	13.0%	93,563	88,847	5.3%
X3	559	472	18.4%	3,998	3,428	16.6%
X5	2,815	1,871	50.5%	18,800	14,962	25.7%
X6	550	634	-13.2%	3,335	2,707	23.2%
BMW light trucks (SAVs)	3,924	2,977	31.8%	26,133	21,097	23.9%
BMW brand	19,064	16,381	16.4%	119,696	109,944	8.9%
Cooper /S Hardtop	3,125	3,036	2.9%	15,660	16,830	-7.0%
Cooper /S Convertible	573	853	-32.8%	4,225	3,180	32.9%
Cooper /S Clubman	628	983	-36.1%	5,394	5,747	-6.1%
MINI brand	4,326	4,872	-11.2%	25,279	25,757	-1.9%
TOTAL BMW of North America, LLC	23,390	21,253	10.1%	144,975	135,701	6.8%