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| **For Release:** | IMMEDIATE |
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**BMW Group U.S. Reports August 2010 Sales**

**Woodcliff Lake, NJ – August 1, 2010...** The BMW Group in the U.S. (BMW and MINI combined) reported August sales of 23,965 vehicles, a decrease of 1.6 percent from the 24,343 vehicles sold last year. Year-to-date, the BMW Group also reported a sales volume of 168,940 vehicles, up 5.6 percent from the 160,044 units sold last year.

“As predicted, we are seeing a slowdown in the market and do not expect the second half of the year to be as strong as the first half,” said Jim O’Donnell, President of BMW of North America, LLC. “Despite this, building momentum throughout the year and narrowing the gap with our competitors is still our plan.  The new 5 Series is now part of our model lineup complementing the segment leading 7 Series, Z4 Roadster and 3 Series.  We are also seeing continual growth in the SAV segment with the X5 and X6, as intended.”

**BMW Brand Sales**  
Sales of BMW brand vehicles increased 1.6 percent for a total of 19,540 vehicles from the 19,232 units sold last year. Year-to-date, BMW sales were up 7.8 percent to 139,236 vehicles from the 129,176 units sold last year.

In August, the best performing vehicles included the 1 Series, up 52.5 percent to 1,394 units and the 7 Series, up 42 percent to 1,224 units. The X5 and X6 continue to perform very well with an increase of 21.4 percent and 34.4 percent, respectively.

**BMW Pre-Owned Vehicles**  
Sales of BMW’s used vehicles (including certified pre-owned and pre-owned) increased 3.2 percent to 14,266 vehicles from the 13,830 units sold last year.  Year-to-date, used vehicle sales were up 5.5 percent to 113,061 vehicles from the 107,137 units sold last year.

**MINI Brand Sales**  
MINI USA reported sales of 4,425 automobiles, a decrease of 13.4 percent from the 5,111 cars sold last year. Year-to-date, MINI USA also reported sales of 29,704 automobiles, a decrease of 3.8 percent from the 30,868 units sold last year. The drop in sales was again affected by the Cash for Clunkers program that took place in July and August of 2009 and boosted sales volume.

MINI sales will gain momentum as the year progresses due the updated 2011 model year vehicles arriving at dealerships in two weeks. Additionally, the brand is seeing significant customer interest in the Countryman as MINI dealers have just begun taking orders for the new model coming out in January 2011.

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

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| --- | --- | --- | --- | --- | --- | --- |
|  | August  2010 | August  2009 | % | YTD  2010 | YTD 2009 | % |
| **BMW brand** | **19,540** | **19,232** | **1.6** | **139,236** | **129,176** | **7.8** |
| BMW passenger cars | 15,422 | 15,923 | -3.1 | 108,985 | 104,770 | 4.0 |
| BMW light trucks  (SAVs) | 4,118 | 3,309 | 24.4 | 30,251 | 24,406 | 23.9 |
| **MINI brand** | **4,425** | **5,111** | **13.4** | **29,704** | **30,868** | **-3.8** |
| **TOTAL Group** | **23,965** | **24,343** | **-1.6** | **168,940** | **160,044** | **5.6** |

## 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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