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

**Woodcliff Lake, NJ – October 1, 2010...** The BMW Group in the U.S. (BMW and MINI combined) reported September sales of 23,112 vehicles, an increase of 20.5 percent from the 19,175 vehicles sold in September 2009. Year-to-date, the BMW Group also reported a sales volume of 192,052 vehicles, up 7.2 percent from the 179,219 units sold through September 2009.

“It's still a tough market but the September numbers show that good results are possible," said Jim O'Donnell, President of BMW of North America LLC. "We have been building momentum and narrowing the gap with our competitors and the October addition of the all-wheel-drive 5 Series to our model lineup will help us keep that momentum through the end of the year."

**BMW Brand Sales**  
Sales of BMW brand vehicles in September increased 21.1 percent for a total of 18,228 vehicles from the 15,047 units sold in September of last year. Year-to-date, BMW sales were up 9.2 percent to 157,464 vehicles from the 144,223 units sold in the same period of 2009.

In September, best performing vehicles included the 3 Series, up 37.1 percent to 8,945 units. The X5 and X6 continue to perform very well with an increase of 160.7 percent and 122.3 percent, respectively.

**BMW Pre-Owned Vehicles**  
Sales of BMW’s used vehicles (including certified pre-owned and pre-owned) increased 14 percent to 13,540 vehicles from the 11,873 units sold in September last year.  Year-to-date, used vehicle sales were up 6.4 percent to 126,601 vehicles from the 119,010 units sold in the same period of 2009.

**MINI Brand Sales**  
MINI USA reported sales of 4,884 automobiles, an increase of 18.3 percent from the 4,128 cars sold last year. Year-to-date, MINI USA also reported sales of 34,588 automobiles, a decrease of 1.2 percent from the 34,996 units sold last year.

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

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| --- | --- | --- | --- | --- | --- | --- |
|  | Sept.  2010 | Sept.  2009 | % | YTD  2010 | YTD 2009 | % |
| **BMW brand** | **18,228** | **15,047** | **21.1** | **157,464** | **144,223** | **9.2** |
| BMW passenger cars | 13,892 | 12,403 | 12 | 122,877 | 117,173 | 4.9 |
| BMW light trucks  (SAVs) | 4,336 | 2,644 | 64 | 34,587 | 27,050 | 27.9 |
| **MINI brand** | **4,884** | **4,128** | **18.3** | **34,588** | **34,996** | **-1.2** |
| **TOTAL Group** | **23,112** | **19,175** | **20.5** | **192,052** | **179,219** | **7.2** |

## 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 and X3 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, 100 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 BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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