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| **For Release:** | IMMEDIATE |
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| **Contact:** | Kenn Sparks  Business Communications Manager  BMW of North America, LLC  (201) 307-4467 / [kenn.sparks@bmwna.com](mailto:kenn.sparks@bmwna.com)  Charlene King  Business Communications  BMW of North America, LLC  (201) 307- 3606 / [charlene.king@bmwna.com](mailto:charlene.king@bmwna.com) |

**BMW Group U.S. Reports October 2010 Sales**

**Woodcliff Lake, NJ – November 2, 2010...** The BMW Group in the U.S. (BMW and MINI combined) reported October sales of 23,222 vehicles, an increase of 12.6 percent from the 20,619 vehicles sold in October 2009. Year-to-date, the BMW Group also reported a sales volume of 215,274 vehicles, up 7.7 percent from the 199,838 units sold through October 2009.

“The new product effect clearly showed in October with our 5 Series sales momentum increasing, especially with the introduction of all-wheel-drive for regions where it is highly desired,” said Jim O’Donnell, President and CEO of BMW of North America, LLC. “Furthermore, we are seeing some positive response from the overall market but with little job growth and only slight increases in consumer spending, our dealers have to fight for every sale, something they did very well this month.”

**BMW Brand Sales**  
Sales of BMW brand vehicles in October increased 17.2 percent for a total of 19,272 vehicles from the 16,443 units sold in October of last year. Year-to-date, BMW sales were up 10 percent to 176,736 vehicles from the 160,666 units sold in the same period of 2009.

In October, best performing vehicles included the 1 Series, up 127.3 percent to 1,139 units and the 5 Series, up 61.8 percent to 4,925 units. The X5 continues to perform very well with an increase of 48.9 to 3,183 units.

**BMW Pre-Owned Vehicles**  
Sales of BMW’s used vehicles (including certified pre-owned and pre-owned) decreased 7.2 percent to 13,867 vehicles from the 14,938 units sold in October of last year.  Year-to-date, used vehicle sales were up 4.9 percent to 140,468 vehicles from the 133,948 units sold in the same period of 2009.

**MINI Brand Sales**  
MINI USA reported sales of 3,950 automobiles, a decrease of 5.4 percent from the 4,176 cars sold last year. Year-to-date, MINI USA also reported sales of 38,538 automobiles, a decrease of 1.6 percent from the 39,172 units sold in the same period of 2009.

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

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| --- | --- | --- | --- | --- | --- | --- |
|  | Oct.  2010 | Oct.  2009 | % | YTD  2010 | YTD 2009 | % |
| **BMW brand** | **19,272** | **16,443** | **17.2** | **176,736** | **160,666** | **10.0** |
| BMW passenger cars | 15,486 | 13,630 | 13.6 | 138,363 | 130,803 | 5.8 |
| BMW light trucks  (SAVs) | 3,786 | 2,813 | 34.6 | 38,373 | 29,863 | 28.5 |
| **MINI brand** | **3,950** | **4,176** | **-5.4** | **38,538** | **39,172** | **-1.6** |
| **TOTAL Group** | **23,222** | **20,619** | **12.6** | **215,274** | **199,838** | **7.7** |

## 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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