

BMW Group



Sales BMW of North America, LLC, October 2010

	Oct. 10	Oct. 09	%	YTD Oct. 10	YTD Oct. 09	%
1 Series	1,139	501	127.3%	10,884	9,453	15.1%
3 Series	8,520	8,239	3.4%	81,915	75,459	8.6%
Z4	174	486	-64.2%	3,439	2,792	23.2%
5 Series	4,925	3,043	61.8%	29,401	32,733	-10.2%
6 Series	48	152	-68.4%	2,298	3,207	-28.3%
7 Series	680	1209	-43.8%	10,426	7,159	45.6%
BMW passenger cars	15,486	13,630	13.6%	138,363	130,803	5.8%
X3	99	182	-45.6%	5,135	5,280	-2.7%
X5	3,183	2,137	48.9%	28,401	20,787	36.6%
X6	504	494	2.0%	4,837	3,796	27.4%
BMW light trucks (SAVs)	3,786	2,813	34.6%	38,373	29,863	28.5%
BMW brand	19,272	16,443	17.2%	176,736	160,666	10.0%
Cooper /S Hardtop	2,779	2,309	20.4%	25,060	24,248	3.3%
Cooper /S Convertible	496	465	6.7%	6,297	5,395	16.7%
Cooper /S Clubman	675	1402	-51.7%	7,181	9,529	-24.6%
MINI brand	3,950	4,176	-5.4%	38,538	39,172	-1.6%
TOTAL BMW of North America, LLC	23,222	20,619	12.6%	215,274	199,838	7.7%