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# BMW Group U.S. Reports December 2010 Sales

**BMW brand sales up 12% in 2010**

**MINI achieves its best December since the US launch in 2002**

**Woodcliff Lake, NJ – January 4, 2011…** The BMW Group in the U.S. (BMW and MINI combined) reported December sales of 27,600 vehicles, an increase of 16.9 percent from the 23,617 vehicles sold in the same month a year ago. For 2010, the BMW Group in the U.S. reported total sales of 265,757 vehicles, up 9.9 percent compared to the 241,727 vehicles sold in 2009.

“As we’ve seen throughout the last six months of 2010, consumers in December clearly felt more confident about the future and showed it in their purchases.” said Jim O’Donnell, President and CEO of BMW of North America, LLC. “We really like the momentum we’re getting as a result of this and along with our continual aggressive new model launches from BMW and MINI in 2011 we have real optimism we will continue growing our business with profitable sales in the new year.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 15.7 percent in December for a total of 23,280 compared to 20,128 vehicles sold in December, 2009. For the year, BMW brand sales were up 12.0 percent to 220,113 vehicles compared to 196,502 vehicles sold in 2009.

In December, best performing vehicles included the 5 Series, up 28.9 percent to 5,045 units; the 3 Series, up 12.3 percent to 10,067 units; the X5, up 12.1 percent to 3,939 units and the X6 up 52.8 percent to 859 units. Overall, the BMW SAV segment (X3, X5, X6) continued to show significant growth with sales up 26.9 percent for the year to 48,108 units compared to 37,925 in 2009.

**BMW Pre-Owned Vehicles**

In December, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased 2.0 percent to 15,714 vehicles from the 16,031 vehicles sold in December 2009. For 2010, total BMW used vehicle sales were up 4.3 percent to 168,762 from the 161,794 units sold in 2009.

**MINI Brand Sales**

MINI USA reported sales of 4,320 automobiles in December, an increase of 23.8 percent from the 3,489 in December 2009, making it the most successful December ever for MINI in the USA. For the year 2010, MINI reported sales of 45,644, an increase of 0.9 percent from the 45,225 sold in 2009.

**Table: Sales BMW of North America, LLC, December 2010**

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| --- | --- | --- | --- | --- | --- | --- |
|  | Dec.  2010 | Dec.  2009 | % | YTD  2010 | YTD 2009 | % |
| **BMW brand** | **23,280** | **20,128** | **15.7** | **220,113** | **196,502** | **12.0** |
| BMW passenger cars | 17,663 | 15,534 | 13.5 | 172,005 | 158,577 | 8.5 |
| BMW light trucks  (SAVs) | 5,647 | 4,594 | 22.9 | 48,108 | 37,925 | 26.9 |
| **MINI brand** | **4,320** | **3,489** | **23.8** | **45,644** | **45,225** | **0.9** |
| **TOTAL Group** | **27,600** | **23,617** | **16.9** | **265,757** | **241,727** | **9.9** |

**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 and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 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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