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# BMW Group U.S. Reports January 2011 Sales

**BMW brand sales up 20.8%**

**MINI sales up 22.4%**

**Woodcliff Lake, NJ – February 1, 2011…** The BMW Group in the U.S. (BMW and MINI combined) reported January sales of 18,656 vehicles, an increase of 21.1 percent from the 15,410 vehicles sold in the same month a year ago.

“The combination of strong December sales and miserable weather in many areas provided a real challenge for January,” said Jim O’Donnell, President and CEO of BMW of North America, LLC. “On the other hand, the new BMW X3 and MINI Countryman played a strong role in January’s percentage gain even though both continue building up their model range, which we will see in the next couple of months.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 20.8 percent in January for a total of 15,905 compared to 13,163 vehicles sold in January, 2010.

In January, best performing vehicles included the new X3 SAV – officially on sale in the U.S. for only two weeks - up 273.3 percent to 1,075 units; the 5 Series, up 76.2 percent to 4,350 units and the X5, up 23.6 percent to 3,038 units. The BMW SAV segment (X3, X5, X6) continues to show important growth with sales up 42.8 percent from the previous January.

**BMW Pre-Owned Vehicles**

In January, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 1.7 percent to 11,650 vehicles from the 11,451 vehicles sold in January 2010.

**MINI Brand Sales**

MINI USA reported sales of 2,751 automobiles in January, an increase of 22.4 percent from the 2,247 in January 2010.

**Table: Sales BMW of North America, LLC, January 2011**

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| --- | --- | --- | --- | --- | --- | --- |
|  | January  2011 | January  2010 | % | YTD  2011 | YTD 2010 | % |
| **BMW brand** | **15,905** | **13,163** | **20.8** | **15,905** | **13,163** | **20.8** |
| BMW passenger cars | 11,435 | 10,033 | 14.0 | 11,435 | 10,033 | 14.0 |
| BMW light trucks  (SAVs) | 4,470 | 3,130 | 42.8 | 4,470 | 3,130 | 42.8 |
| **MINI brand** | **2,751** | **2,247** | **22.4** | **2,751** | **2,247** | **22.4** |
| **TOTAL Group** | **18,656** | **15,410** | **21.1** | **18,656** | **15,410** | **21.1** |

**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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