

BMW Group



Sales BMW of North America, LLC, January 2011

	Jan. '11	Jan. '10	%	YTD Jan. '11	YTD Jan. '10	%
1 Series	501	543	-7.7%	501	543	-7.7%
3 Series	5,763	5,418	6.4%	5,763	5,418	6.4%
Z4	112	198	-43.4%	112	198	-43.4%
5 Series	4,350	2,469	76.2%	4,350	2,469	76.2%
6 Series	83	97	-14.4%	83	97	-14.4%
7 Series	626	1,308	-52.1%	626	1,308	-52.1%
BMW passenger cars	11,435	10,033	14.0%	11,435	10,033	14.0%
X3	1,075	288	273.3%	1,075	288	273.3%
X5	3,038	2,458	23.6%	3,038	2,458	23.6%
X6	357	384	-7.0%	357	384	-7.0%
BMW light trucks (SAVs)	4,470	3,130	42.8%	4,470	3,130	42.8%
BMW brand	15,905	13,163	20.8%	15,905	13,163	20.8%
Cooper /S Hardtop	1,502	1,479	1.6%	1,502	1,479	1.6%
Cooper /S Convertible	222	253	-12.3%	222	253	-12.3%
Cooper /S Clubman	341	515	-33.8%	341	515	-33.8%
Crossover	686	0	N/A	686	0	N/A
MINI brand	2,751	2,247	22.4%	2,751	2,247	22.4%
TOTAL BMW of North America, LLC	18,656	15,410	21.1%	18,656	15,410	21.1%