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# BMW Group U.S. Reports September 2011 Sales

**BMW SAV sales lead the way in September**

**- X3 gains 280% year-to-date**

**Woodcliff Lake, NJ – October 3, 2011…** The BMW Group in the U.S. (BMW and MINI combined) reported September sales of 25,749 vehicles, an increase of 11.4% from the 23,112 vehicles sold in the same month a year ago.

Year-to-date, BMW Group sales are up 14.2% to 219,314 in the first nine months of 2011 compared to 192,052 in the same period in 2010.

“The good results in September are remarkable given the general view of the economy but it shows there is demand and people will spend provided you have the right products and offer value,” said Ludwig Willisch, President and CEO, BMW of North America. “We continue expanding our new product range with the BMW four-cylinder 528i and Z4 Roadster, the 6 Series Coupé and the MINI Coupé now on the market, giving us more reasons to be optimistic about the critical fourth quarter of the year.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 19.3% in September for a total of 21,750 compared to 18,228 vehicles sold in September, 2010.

Year-to-date, the BMW brand is up 12.8% on sales of 177,679 January through September compared to 157,464 sold in the first nine months of 2010.

In September, the BMW X3 SAV continued the strong sales success that began with its launch in January. Year-to-date, the new X3 has sold 19,167 compared with 5,036 in the same period of 2010, a 280% increase. The BMW SAV segment (X3, X5, X6) continues growing with sales up 46.3% from the previous September. The BMW 5 Series continues its strong sales growth with September posting a 43% increase over September 2010. Year-to-date the 5 Series has sold 37,996 compared to 24,476 in the first nine months of 2010, a 55.2% increase.

**BMW Pre-Owned Vehicles**

In September, sales of BMW used vehicles (including certified pre-owned and pre-owned) totaled 13,129, a decrease of 3.0% from the 13,540 sold in September 2010.

Year-to-date, BMW used vehicle sales are down 5.7% on volume of 119,424 compared to 126,601 in the first nine months of 2010.

**MINI Brand Sales**

MINI USA reported sales of 3,999 automobiles in September. The September 2011 sales are down 18.1% from the 4,884 sold in September, 2010.

Year-to-date, MINI sales in the U.S. are up 20.4% on volume of 41,635 compared to 34,588 in the first nine months of 2010.

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

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| --- | --- | --- | --- | --- | --- | --- |
|  | September 2011 | September 2010 | % | YTD  2011 | YTD 2010 | % |
| **BMW brand** | **21,750** | **18,228** | **19.3** | **177,679** | **157,464** | **12.8** |
| BMW passenger cars | 15,407 | 13,892 | 10.9 | 128,033 | 122,877 | 4.2 |
| BMW light trucks  (SAVs) | 6,343 | 4,336 | 46.3 | 49,646 | 34,587 | 43.5 |
| **MINI brand** | **3,999** | **4,884** | **-18.1** | **41,635** | **34,588** | **20.4** |
| **TOTAL Group** | **25,749** | **23,112** | **11.4** | **219,314** | **192,052** | **14.2** |

**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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 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 Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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