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# BMW Group U.S. Reports October 2011 Sales

* **BMW SAV sales continue to lead the way in October**
* **MINI up 37% - Countryman has record month**

**Woodcliff Lake, NJ – November 1, 2011…** The BMW Group in the U.S. (BMW and MINI combined) reported October sales of 27,288 vehicles, an increase of 17.5% from the 23,222 vehicles sold in the same month a year ago.

Year-to-date, BMW Group sales are up 14.6% to 246,602 in the first ten months of 2011 compared to 215,274 in the same period in 2010.

“Auto sales are probably the best indicator of economic direction and the critical fourth quarter has made a good start fueled by demand and boosted by new models,” said Ludwig Willisch, President and CEO, BMW of North America. “The model year changeover is complete, the new 528i and the full 6 Series lineup are available along with the 2012 X3 and X5 so I expect a strong run to the end of the year.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 13.5% in October for a total of 21,873 compared to 19,272 vehicles sold in October, 2010.

Year-to-date, the BMW brand is up 12.9% on sales of 199,552 January through October compared to 176,736 sold in the first ten months of 2010.

In October, best performing vehicles included the BMW X3 SAV up 2,244% to 2,321 units; the all-new BMW 6 Series, up 762.5% to 414 units and the BMW X5 SAV, up 25.6% to 3,997 units.

**BMW Pre-Owned Vehicles**

In October, sales of BMW used vehicles (including certified pre-owned and pre-owned) totaled 13,262, a decrease of 4.4% from the 13,867 sold in October 2010.

Year-to-date, BMW used vehicle sales are down 5.5% on volume of 132,686 compared to 140,468 in the first ten months of 2010.

**MINI Brand Sales**

MINI USA reported sales of 5,415 automobiles in October. The October 2011 sales are up 37.1% from the 3,950 sold in October 2010. The MINI Countryman, on sale since December 2010, had its best month ever in October with 2,012 units.

Year-to-date, MINI sales in the U.S. are up 22.1% on volume of 47,050 compared to 38,538 in the first ten months of 2010.

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

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| --- | --- | --- | --- | --- | --- | --- |
|  | October 2011 | October 2010 | % | YTD  2011 | YTD 2010 | % |
| **BMW brand** | **21,873** | **19,272** | **13.5** | **199,552** | **176,736** | **12.9** |
| BMW passenger cars | 15,080 | 15,486 | -2.6 | 143,113 | 138,363 | 3.4 |
| BMW light trucks  (SAVs) | 6,793 | 3,786 | 79.4 | 56,439 | 38,373 | 47.1 |
| **MINI brand** | **5,415** | **3,950** | **37.1** | **47,050** | **38,538** | **22.1** |
| **TOTAL Group** | **27,288** | **23,222** | **17.5** | **246,602** | **215,274** | **14.6** |

**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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