

# BMW Group

## U.S. Press Information

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### BMW Group U.S. Reports November 2011 Sales

- **BMW Brand Sales Up 7.1%**
- **MINI Sales Up 70.5% - Best November Ever**

**Woodcliff Lake, NJ – December 1, 2011...** The BMW Group in the U.S. (BMW and MINI combined) reported November sales of 26,271 vehicles, an increase of 14.8% from the 22,883 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are up 14.6% to 272,873 in the first eleven months of 2011 compared to 238,157 in the same period in 2010.

“The numbers show this is the buying season, consumer optimism is increasing and we are seeing the most showroom traffic in our dealerships so far this year,” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “I am particularly pleased to see MINI setting a new sales record and I am looking forward to a strong December especially with our X Drive momentum, X3 and X5 in particular.”

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#### BMW Brand Sales

Sales of BMW brand vehicles increased 7.1% in November for a total of 21,521 compared to 20,097 vehicles sold in November, 2010. Year-to-date, the BMW brand is up 12.3% on sales of 221,073 January through November compared to 196,833 sold in the first eleven months of 2010.

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BMW's automobile sales were down 14.2% in November to 13,728 versus 16,009 in the same month a year ago. Year-to-date sales are up 1.6%, to 156,841 automobiles compared to 154,372 in the same period of 2010.

Sales of BMW Sports Activity Vehicles (X3, X5 and X6) increased by 90.6% in November to 7,793 vehicles from the 4,088 sold last November. Year-to-date, sales of BMW Sports Activity Vehicles were also up 51.3%, to 64,232 vehicles compared to the 42,461 sold in the first eleven months of 2010.

### **BMW Pre-Owned Vehicles**

In November, sales of BMW used vehicles (including certified pre-owned and pre-owned) totaled 12,196, a decrease of 3.1% from the 12,580 sold in November 2010. Year-to-date, BMW used vehicle sales are down 5.3% on volume of 144,882 compared to 153,048 in the first eleven months of 2010.

### **MINI Brand Sales**

MINI USA reported sales of 4,750 automobiles in November, up 70.5% from the 2,786 sold in November 2010. Year-to-date, MINI sales in the U.S. are up 25.4% on volume of 51,800 compared to 41,324 in the first eleven months of 2010.

"The results are exciting because it means customers are not only buying in record numbers they are also ordering customized vehicles," said Jim McDowell, Vice President, MINI USA. "This will be the best sales year ever for MINI thanks to our expanding model line-up, and there's more to come!"

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

	November 2011	November 2010	%	YTD 2011	YTD 2010	%
<b>BMW brand</b>	<b>21,521</b>	<b>20,097</b>	<b>7.1</b>	<b>221,073</b>	<b>196,833</b>	<b>12.3</b>
BMW passenger cars	13,728	16,009	-14.2	156,841	154,372	1.6
BMW light trucks (SAVs)	7,793	4,088	90.6	64,232	42,461	51.3
<b>MINI brand</b>	<b>4,750</b>	<b>2,786</b>	<b>70.5</b>	<b>51,800</b>	<b>41,324</b>	<b>25.4</b>
<b>TOTAL Group</b>	<b>26,271</b>	<b>22,883</b>	<b>14.8</b>	<b>272,873</b>	<b>238,157</b>	<b>14.6</b>

### **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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