

BMW Group

U.S. Press Information

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BMW Group Achieves Second Best Sales Year Ever in the U.S.

- **BMW is the 2011 Premium Segment Leader**
- **MINI reports best December and best ever U.S. sales year**

Woodcliff Lake, NJ – January 5, 2012... In 2011, the BMW Group in the U.S. (BMW and MINI combined) achieved its best sales since the record year of 2007 retailing 305,418 vehicles, up 14.9 percent compared to the 265,757 vehicles sold in 2010. BMW Group reported December sales of 32,545 vehicles, an increase of 17.9% from the 27,600 vehicles sold in the same month a year ago.

“BMW Group sales momentum has been increasing all year and this new burst of consumer confidence filled our dealer showrooms putting both BMW and MINI over the top,” said Ludwig Willisch, President and CEO, BMW of North America. “I have great confidence that 2012 will be even better especially with the all-new BMW 3 Series arriving in the U.S. in February with more new and refreshed models coming in the months after.”

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BMW Brand Sales

Sales of BMW brand vehicles increased 15.3% in December for a total of 26,834 compared to 23,280 vehicles sold in December, 2010. For the year, BMW brand sales were up 12.6% to 247,907 vehicles compared to 220,113 sold 2010.

For 2011, best performing vehicles included the 5 Series, up 30.4 percent to 51,491 units; the 6 Series, up 61.4 percent to 3,903 units; the X3, up 357.5 percent to 27,793 units and the X5 up 13.3 percent to 40,547 units. Overall, the BMW Sports Activity

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Vehicle (SAV) segment (X3, X5, X6) continued to show incredible growth with sales up 54.9 percent for the year to 74,532 units compared to 48,108 in 2010. SAV sales combined with its all-wheel-drive (AWD) passenger cars have made BMW the best selling manufacturer of premium AWD vehicles in the U.S. in 2011.

BMW Pre-Owned Vehicles

In December, sales of BMW used vehicles (including certified pre-owned and pre-owned) totaled 16,264, an increase of 3.5% from the 15,714 sold in December 2010. In 2011, BMW pre-owned once again was leader in its segment. December proved to be the second best month ever and 2011 was the third best year ever for BMW pre-owned.

MINI Brand Sales

MINI USA reported sales of 5,711 automobiles in December, up 32.2% from the 4,320 sold in December 2010. For the year 2011, MINI sales in the U.S. are up 26% on volume of 57,511 compared to 45,644 sold in 2010.

“MINI’s record setting sales results in 2011 prove that small is a success in its own right even without the prodding of rising fuel prices,” said Jim McDowell, Vice President – MINI USA. “Our U.S. customers have found they can have a great motoring experience even while enjoying strong fuel economy and a smaller footprint. Motor On!”

Table: Sales BMW of North America, LLC, December 2011

	December 2011	December 2010	%	YTD 2011	YTD 2010	%
BMW brand	26,834	23,280	15.3	247,907	220,113	12.6
BMW passenger cars	16,534	17,633	-6.2	173,375	172,005	0.8
BMW light trucks (SAVs)	10,300	5,647	82.4	74,532	48,108	54.9
MINI brand	5,711	4,320	32.2	57,511	45,644	26.0
TOTAL Group	32,545	27,600	17.9	305,418	265,757	14.9

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

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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 and www.press.bmwna.com.

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