

BMW Group

U.S. Press Information

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BMW Group U.S. January Sales Increase 5.8%

- **BMW brand sales up 3.1%**
- **MINI brand sales up 21.2%**

Woodcliff Lake, NJ – February 1, 2012... The BMW Group in the U.S. (BMW and MINI combined) reported January sales of 19,739 vehicles, an increase of 5.8 percent from the 18,656 vehicles sold in the same month a year ago.

“The January results are the springboard for a year that will be full of new model launches beginning with the arrival of the sixth generation 3 Series in mid-February” said BMW of North America President and CEO Ludwig Willisch. “Nationwide, inventories are low after the extraordinary sales in December and we’re replenishing our dealers as fast as we can to meet the strong demand for our vehicles.”

BMW Brand Sales

Sales of BMW brand vehicles increased 3.1 percent in January for a total of 16,405 compared to 15,905 vehicles sold in January, 2011.

In January, best performing vehicles include the X3 SAV – officially on sale in the U.S. for one year - up 56.9 percent to 1,687 units; the 6 Series, up 392.8 percent to 409 units and the 7 Series, up 56.1 percent to 977 units. One month before the premiere of the next generation BMW 3 Series, sales of the current model were up 16.2 percent to 6,698 units.

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BMW Pre-Owned Vehicles

In January, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 0.4 percent to 11,698 vehicles from the 11,650 vehicles sold in January 2011.

MINI Brand Sales

MINI USA reported sales of 3,334 automobiles in January, an increase of 21.2 percent from the 2,751 sold in January 2011.

Table: Sales BMW of North America, LLC, January 2012

	January 2012	January 2011	%	YTD 2012	YTD 2011	%
BMW brand	16,405	15,905	3.1	16,405	15,905	3.1
BMW passenger cars	11,826	11,435	3.4	11,826	11,435	3.4
BMW light trucks (SAVs)	4,579	4,470	2.4	4,579	4,470	2.4
MINI brand	3,334	2,751	21.2	3,334	2,751	21.2
TOTAL Group	19,739	18,656	5.8	19,739	18,656	5.8

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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