

BMW Group

U.S. Press Information

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BMW Group U.S. February Sales Increase 31.5%

- **Best February in 5 years for BMW brand - sales up 29.2%**
- **Best February ever for MINI brand - sales up 42.2%**

Woodcliff Lake, NJ – March 1, 2012... The BMW Group in the U.S. (BMW and MINI combined) reported February sales of 26,184 vehicles, an increase of 31.5 percent from the 19,919 vehicles sold in the same month a year ago.

“The surge in consumer confidence and the launch of the new BMW 3 Series combined to produce the strongest February results since the record set in 2007,” said Ludwig Willisch, President and CEO, BMW of North America. “I fully expect the momentum for both BMW and MINI to continue as our new model launch program accelerates in the coming months.”

BMW Brand Sales

Sales of BMW brand vehicles increased 29.2 percent in February for a total of 21,204 compared to 16,416 vehicles sold in February, 2011.

The BMW 3 Series – including the all-new 3 Series Sedan on sale since mid-February – is up 66.3 percent to 8,103 units in February. Other best performing vehicles in February include the 6 Series, up 399.1 percent to 529 units and the X3 SAV, up 42.5 percent to 2,831 units. The BMW SAV segment (X3, X5, X6) continues growing with sales up 30.2% from the previous February.

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BMW Pre-Owned Vehicles

In February, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 4.6 percent to 13,375 vehicles from the 12,791 vehicles sold in February 2011.

MINI Brand Sales

MINI USA reported sales of 4,980 automobiles in February, an increase of 42.2 percent from the 3,503 sold in February 2011. The all-new MINI Roadster went on sale at the end of February.

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

	February 2012	February 2011	%	YTD 2012	YTD 2011	%
BMW brand	21,204	16,416	29.2	37,609	32,321	16.4
BMW passenger cars	14,647	11,379	28.7	26,473	22,814	16.0
BMW light trucks (SAVs)	6,557	5,037	30.2	11,136	9,507	17.4
MINI brand	4,980	3,503	42.2	8,314	6,254	32.9
TOTAL Group	26,184	19,919	31.5	45,923	38,575	19.0

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, 111 MINI passenger car dealers, and 32 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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