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# BMW Group U.S. Reports All Time Record First Quarter

* **Best first quarter ever for MINI brand - sales up 14.9%**

**Woodcliff Lake, NJ – April 3, 2012…** The BMW Group in the U.S. (BMW and MINI combined) reported March sales of 29,806 vehicles, an increase of 13 percent from the 26,382 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) achieved its best first quarter sales since the record year of 2007 retailing 75,729 vehicles, up 16.6 percent compared to 64,957 vehicles sold in the first three months of 2011.

“The 1st Quarter record affirmed our increasing sales momentum and shows that customers feel more confident about the future,” said Ludwig Willisch, President and CEO, BMW of North America. “The year is still young and BMW alone will introduce in 2012 more new and refreshed models in the U.S. than it ever has before in any one year making us strongly optimistic about the months ahead.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 18 percent in March for a total of 23,940 compared to 20,295 vehicles sold in March, 2011. Year-to-date, the BMW brand is up 17 percent on sales of 61,549 compared to 52,616 sold in the first three months of 2011.

In March, best performing vehicles included the X5 SAV up 41.3 percent to 2,841 units; the 5 Series, up 21.4 percent to 5,451 units; the 6 Series, up 1,050 percent to 759 units and the 7 Series, up 24.6 percent to 1,280 units.

**BMW Pre-Owned Vehicles**

In March, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 10.2 percent to 16,278 vehicles from the 14,773 vehicles sold in March 2011. January through March, BMW used vehicle sales are up 5.4 percent on volume of 41,351 compared to 39,214 in the same period of 2011.

**MINI Brand Sales**

MINI USA reported sales of 5,866 automobiles in March, a decrease of 3.6 percent from the 6,087 sold in March 2011. Year-to-date, MINI achieved its best first quarter sales since the record year of 2011 retailing 14,180 vehicles, up 14.9 percent compared to 12,341 vehicles sold in the first three months of 2011.

**Table: Sales BMW of North America, LLC, March 2012**

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| --- | --- | --- | --- | --- | --- | --- |
|  | March 2012 | March 2011 | % | YTD  2012 | YTD 2011 | % |
| **BMW brand** | **23,940** | **20,295** | **18.0** | **61,549** | **52,616** | **17.0** |
| BMW passenger cars | 18,715 | 15,361 | 21.8 | 45,188 | 38,175 | 18.4 |
| BMW light trucks  (SAVs) | 5,225 | 4,934 | 5.9 | 16,361 | 14,441 | 13.3 |
| **MINI brand** | **5,866** | **6,087** | **-3.6** | **14,180** | **12,341** | **14.9** |
| **TOTAL Group** | **29,806** | **26,382** | **13.0** | **75,729** | **64,957** | **16.6** |

**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, 113 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](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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