

BMW Group

U.S. Press Information

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BMW Group U.S. Reports April 2012 Sales

BMW brand up 15.7 percent year-to-date
MINI brand up 6.0 percent year-to-date

Woodcliff Lake, NJ – May 1, 2012... The BMW Group in the U.S. (BMW and MINI combined) reported April sales of 26,793 vehicles, an increase of 6.1 percent from the 25,247 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 13.7% on sales of 102,522 in the first four months of 2012 compared to 90,204 in the same period in 2011.

“The momentum of the first quarter proved strong enough to give us a good result in April and I expect solid growth to continue through the rest of Spring and into Summer,” said Ludwig Willisch, President and CEO, BMW of North America. “There’s no shortage of desire in the market, now it’s all about having the right models and being able to meet growing demand.”

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BMW Brand Sales

Sales of BMW brand vehicles increased 12.0 percent in April for a total of 21,062 compared to 18,801 vehicles sold in April, 2011. Year-to-date, the BMW brand is up 15.7 percent on sales of 82,611 compared to 71,417 sold in the first four months of 2011.

In April, best performing vehicles included the X5 SAV up 50.9 percent to 3,561 units; the 3 Series, up 20.8 percent to 9,003 units; and the 6 Series, up 92.9 percent to 513 units.

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BMW Pre-Owned Vehicles

In April, sales of BMW used vehicles (including certified pre-owned and pre-owned) fell 7.0 percent to 13,511 vehicles from the 14,521 vehicles sold in April 2011. January through April, BMW used vehicle sales are up 2.1 percent on volume of 54,862 compared to 53,735 in the same period of 2011.

MINI Brand Sales

MINI USA reported sales of 5,731 automobiles in April, a decrease of 11.1 percent from the record 6,446 sold in April 2011. Year-to-date, MINI sales in the U.S. are up 6.0 percent on volume of 19,911 compared to 18,787 in the first four months of 2011.

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

	April 2012	April 2011	%	YTD 2012	YTD 2011	%
BMW brand	21,062	18,801	12.0	82,611	71,417	15.7
BMW passenger cars	14,617	13,642	7.1	59,805	51,817	15.4
BMW light trucks (SAVs)	6,445	5,159	24.9	22,806	19,600	16.4
MINI brand	5,731	6,446	-11.1	19,911	18,787	6.0
TOTAL Group	26,793	25,247	6.1	102,522	90,204	13.7

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 338 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

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