|  |  |
| --- | --- |
| **For Release:** | June 1, 2012 |
|  |  |
| **Contact:** | Kenn Sparks  Business Communications Manager  BMW of North America, LLC  (201) 307-4467 / Kenn.Sparks@bmwna.com  Diane Anton  Business Communications Specialist  BMW of North America, LLC  (201) 307-3714 / Diane.Anton@bmwna.com |
|  |  |

**BMW Group U.S. Reports May 2012 Sales**

**BMW brand up 13.8 percent year-to-date**

**MINI brand up 6.0 percent year-to-date**

**Woodcliff Lake, NJ – June 1, 2012…** The BMW Group in the U.S. (BMW and MINI combined) reported May sales of 28,321 vehicles, an increase of 7.1 percent from the 26,452 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 12.2% on sales of 130,843 in the first five months of 2012 compared to 116,656 in the same period in 2011.

“The auto business looks to be the strongest part of the economy right now with both BMW and MINI keeping up the sales momentum to give BMW Group in the U.S. it’s best May since 2008,” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “Our optimism for rest of the year is fueled by the new BMW models on their way to market and improving availability so that we can meet demand.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 7.3 percent in May for a total of 22,168 compared to 20,651 vehicles sold in May, 2011. Year-to-date, the BMW brand is up 13.8 percent on sales of 104,779 compared to 92,068 sold in the first five months of 2011.

In May, best performing vehicles included the 5 Series, up 45.3 percent to 6,102 units; and the 6 Series, up 159.9 percent to 725 units; and the Sports Activity Vehicle segment (X3, X5 and X6), up 23.8 percent to 6,939 units.

**BMW Pre-Owned Vehicles**

In May, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 7.4 percent to 13,930 vehicles from the 12,975 vehicles sold in May 2011. January through May, BMW used vehicle sales are up 3.1 percent on volume of 68,792 compared to 66,710 in the same period of 2011.

**MINI Brand Sales**

MINI USA reported sales of 6,153 automobiles in May, an increase of 6.1 percent from the 5,801 sold in May 2011. Year-to-date, MINI sales in the U.S. are up 6.0 percent on volume of 26,064 compared to 24,588 in the first five months of 2011.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | May 2012 | May 2011 | % | YTD 2012 | YTD 2011 | % |
| **BMW brand** | **22,168** | **20,651** | **7.3** | **104,779** | **92,068** | **13.8** |
| BMW passenger cars | 15,229 | 15,047 | 1.2 | 75,034 | 66,864 | 12.2 |
| BMW light trucks  (SAVs) | 6,939 | 5,604 | 23.8 | 29,745 | 25,204 | 18.0 |
| **MINI brand** | **6,153** | **5,801** | **6.1** | **26,064** | **24,588** | **6.0** |
| **TOTAL Group** | **28,321** | **26,452** | **7.1** | **130,843** | **116,656** | **12.2** |

**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, 139 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)

# # #

**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).

# # #