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

**BMW brand up 11.3 percent year-to-date**

**MINI brand up 7.5 percent, new year-to-date record**

**Woodcliff Lake, NJ – July 3, 2012…** The BMW Group in the U.S. (BMW and MINI combined) reported June sales of 27,720 vehicles, an increase of 3.2 percent from the 26,865 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 10.5 percent on sales of 158,563 in the first six months of 2012 compared to 143,521 in the same period in 2011.

“The June numbers continue the solid, consistent growth we predicted but, most important, the first six months of the year are setting the stage for even better results ahead,” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “Demand is strong though we’ve been constrained by new model ramp up but supply will soon catch up in the second half of the year.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 0.4 percent in June for a total of 21,725 compared to 21,637 vehicles sold in June, 2011. Year-to-date, the BMW brand is up 11.3 percent on sales of 126,504 compared to 113,705 sold in the first six months of 2011.

In June, best performing vehicles included the 5 Series, up 23.1 percent to 5,374 units; and the 6 Series, up 105.8 percent to 642 units; and the Sports Activity Vehicle segment (X3, X5 and X6), up 21.5 percent to 7,489 units.

**BMW Pre-Owned Vehicles**

In June, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 5.4 percent to 13,489 vehicles from the 12,801 vehicles sold in June 2011. January through June, BMW used vehicle sales are up 3.5 percent on volume of 82,281 compared to 79,511 in the same period of 2011.

**MINI Brand Sales**

MINI USA reported sales of 5,995 automobiles in June, an increase of 14.7 percent from the 5,228 sold in June 2011. Year-to-date, MINI sales in the U.S. are up 7.5 percent on volume of 32,059 compared to 29,816 in the first six months of 2011.

“Here we are at the midpoint of 2012 with MINI achieving record sales in June and in the first half of the year,” said Jim McDowell, Vice President, MINI USA. “Tomorrow we launch the nationwide MINI Takes the States – 16 states, 13 cities – the greatest rally in our fabled history. It’s a wonderful time to be MINI.”

 **Table 1: Vehicle Sales BMW of North America, LLC, June 2012**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | June 2012 | June 2011 | % | YTD 2012 | YTD 2011 | % |
| **BMW brand** | **21,725** | **21,637** | **0.4** | **126,504** | **113,705** | **11.3** |
| BMW passenger cars | 14,236 | 15,474 | -8.0 | 89,270 | 82,338 | 8.4 |
| BMW light trucks  (SAVs) | 7,489 | 6,163 | 21.5 | 37,234 | 31,367 | 18.7 |
| **MINI brand** | **5,995** | **5,228** | **14.7** | **32,059** | **29,816** | **7.5** |
| **TOTAL Group** | **27,720** | **26,865** |  **3.2** | **158,563** | **143,521** | **10.5** |

**BMW Motorrad Sales**

Sales of BMW motorcycles increased 6.7 percent in June for a total of 1,310 compared to 1,228 motorcycles sold in June, 2011. Year-to-date, BMW Motorrad is up 20.0 percent on sales of 6,453 compared to 5,376 sold in the first half of 2011. In June, the best performing models included the S 1000 RR, up 50.5 percent to 310 units; and the G-Series, up 51.4 percent to 112 units.

**Table 2: Motorcycle Sales BMW of North America, LLC, June 2012**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | June 2012 | June 2011 | % | YTD2012 | YTD 2011 | % |
| **BMW Motorcycles** | **1,310** | **1,228** | **6.7** | **6,453** | **5,376** | **20.0** |

**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 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)

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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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