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

**BMW brand up 9.4 percent year-to-date**

**MINI brand up 9.5 percent year-to-date, best July ever**

**Woodcliff Lake, NJ – August 1, 2012…** The BMW Group in the U.S. (BMW and MINI combined) reported July sales of 27,152 vehicles, an increase of 4 percent from the 26,120 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 9.5 percent on sales of 185,715 in the first seven months of 2012 compared to 169,641 in the same period in 2011.

“High summer is typically a time for vacations rather than car buying which makes the July result satisfying, especially with the unsteady economy and the very short supply of new models in our dealerships,” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “August will be the tightest month as we complete the model year transition, so we’re very much looking forward to September and Fall and the much stronger availability of our popular new models.”

**BMW Brand Sales**

Sales of BMW brand vehicles decreased 0.5 percent in July for a total of 21,297 compared to 21,409 vehicles sold in July, 2011. Year-to-date, the BMW brand is up 9.4 percent on sales of 147,801 compared to 135,114 sold in the first seven months of 2011.

In July, best performing vehicles included the 5 Series, up 32 percent to 5,700 units; and the 6 Series, up 50.5 percent to 843 units; and the 7 Series, up 158.9 percent to 1,696 units.

**BMW Pre-Owned Vehicles**

In July, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased 5.9 percent to 12,658 vehicles from the 13,449 vehicles sold in July 2011. January through July, BMW used vehicle sales are up 2.1 percent on volume of 94,939 compared to 92,960 in the same period of 2011.

**MINI Brand Sales**

MINI USA reported the best July ever with sales of 5,855 automobiles, an increase of 24.3 percent from the 4,711 sold in July 2011. Year-to-date, MINI sales in the U.S. are up 9.8 percent on volume of 37,914 compared to 34,527 in the first seven months of 2011.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | July 2012 | July 2011 | % | YTD 2012 | YTD 2011 | % |
| **BMW brand** | **21,297** | **21,409** | **-0.5** | **147,801** | **135,114** | **9.4** |
| BMW passenger cars | 16,444 | 15,291 | 7.5 | 105,714 | 97,629 | 8.3 |
| BMW light trucks  (SAVs) | 4,853 | 6,118 | -20.7 | 42,087 | 37,485 | 12.3 |
| **MINI brand** | **5,855** | **4,711** | **24.3** | **37,914** | **34,527** | **9.8** |
| **TOTAL Group** | **27,152** | **26,120** | **4.0** | **185,715** | **169,641** | **9.5** |

**BMW Motorrad Sales**

BMW Motorrad USA reported sales of 1,027 motorcycles in July, a decrease of 2.8 percent from the total of 1,057 motorcycles sold in July, 2011. Year-to-date, BMW Motorrad is up 16.3 percent on sales of 7,480 compared to 6,433 sold in the first seven months of 2011. In July, the best performing models included the S 1000 RR, up 78.9 percent to 272 units; and the R 1200 GS Adventure, up 23.8 percent to 104 units.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | July 2012 | July 2011 | % | YTD  2012 | YTD 2011 | % |
| **BMW Motorcycles** | **1,027** | **1,057** | **-2.8%** | **7,480** | **6,433** | **16.3** |

**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, 114 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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