|  |  |
| --- | --- |
| **For Release:** | September 4, 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 August 2012 Sales**

**BMW brand up 5.6 percent year-to-date**

**MINI brand up 15.9 percent year-to-date, best August ever**

**Woodcliff Lake, NJ – September 4, 2012…** The BMW Group in the U.S. (BMW and MINI combined) reported August sales of 22,553 vehicles, a decrease of 5.7 percent from the 23,924 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 7.6 percent on sales of 208,268 in the first eight months of 2012 compared to 193,565 in the same period in 2011.

“August numbers showed how tight the supply of new vehicles has been for us but the eagerly awaited new models, the X1 and 3 Series AWD in particular, are arriving and that’s great news for our customers and our dealers,” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “All indicators show sales momentum increasing and with the model year change now complete, we have ambitious plans for the months ahead.”

**BMW Brand Sales**

Sales of BMW brand vehicles decreased 19.1 percent in August for a total of 16,835 compared to 20,815 vehicles sold in August, 2011. Year-to-date, the BMW brand is up 5.6 percent on sales of 164,636 compared to 155,929 sold in the first eight months of 2011.

In August, best performing vehicles included the 6 Series, up 118.8 percent to 453 units; the X3 SAV, up 18.8 percent to 2,829 units; and the X5 SAV, up 21.2 percent to 3,568 units. August marked the first month of sales for the all wheel drive versions of the 3 Series Sedan (328i xDrive and 335i xDrive Sedans), as well as the versatile new X1 SAV.

**BMW Pre-Owned Vehicles**

In August, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 5.1 percent to 14,012 vehicles from the 13,335 vehicles sold in August 2011. January through August, BMW used vehicle sales are up 2.5 percent on volume of 108,951 compared to 106,295 in the same period of 2011.

**MINI Brand Sales**

MINI USA reported the best August ever with sales of 5,718 automobiles, an increase of 83.9 percent from the 3,109 sold in August, 2011. Year-to-date, MINI sales in the U.S. are up 15.9 percent on volume of 43,632 compared to 37,636 in the first eight months of 2011.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | August 2012 | August 2011 | % | YTD 2012 | YTD 2011 | % |
| **BMW brand** | **16,835** | **20,815** | **-19.1** | **164,636** | **155,929** | **5.6** |
| BMW passenger cars | 9,919 | 14,997 | -33.9 | 115,633 | 112,626 | 2.7 |
| BMW light trucks | 6,916 | 5,818 | 18.9 | 49,003 | 43,303 | 13.2 |
| **MINI brand** | **5,718** | **3,109** | **83.9** | **43,632** | **37,636** | **15.9** |
| **TOTAL Group** | **22,553** | **23,924** | **-5.7** | **208,268** | **193,565** | **7.6** |

**BMW Motorrad Sales**

BMW Motorrad USA reported sales of 1,227 motorcycles in August, an increase of 11.3 percent from the total of 1,102 motorcycles sold in August 2011. Year-to-date, BMW Motorrad is up 15.6 percent on sales of 8,707 compared to 7,535 sold in the first eight months of 2011. In August the best performing models included the S 1000 RR, with sales of 238 units; and the K 1600 GTL with 165 sales.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | August 2012 | August 2011 | % | YTD  2012 | YTD 2011 | % |
| **BMW Motorcycles** | **1,227** | **1,102** | **11.3** | **8,707** | **7,535** | **15.6** |

**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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 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).

# # #