

BMW Group

U.S. Press Information

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BMW Group U.S. Reports September 2012 Sales

BMW brand up 4.9 percent year-to-date
MINI brand up 16.6 percent year-to-date, best September ever

Woodcliff Lake, NJ – October 2, 2012... The BMW Group in the U.S. (BMW and MINI combined) reported September sales of 26,660 vehicles, an increase of 3.5 percent from the 25,749 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 7.1 percent on sales of 234,928 in the first nine months of 2012 compared to 219,314 in the same period in 2011.

“The economic indicators and consumer confidence are showing improvement and the traffic in our showrooms is further encouraging our optimism for the fourth quarter of the year as the BMW new model ramp-up continues”, said Ludwig Willisch, President and CEO, BMW of North America, LLC. “The X1 in its first full month is largely sold out and MINI set another sales record; both are strong indicators of what’s to come.”

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BMW Brand Sales

Sales of BMW brand vehicles increased 0.1 percent in September for a total of 21,761 compared to 21,750 vehicles sold in September, 2011. Year-to-date, the BMW brand is up 4.9 percent on sales of 186,397 compared to 177,679 sold in the first nine months of 2011.

In September, the X1 SAV in its first full sales month, sold 1,570 units. Other best

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performing vehicles for the month include the 6 Series, up 80.2 percent to 609 units; and the X3 SAV, up 63.7 percent to 3,034 units.

BMW Pre-Owned Vehicles

In September, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 3.8 percent to 13,624 vehicles from the 13,129 vehicles sold in September 2011. January through September, BMW used vehicle sales are up 2.6 percent on volume of 122,575 compared to 119,424 in the same period of 2011.

MINI Brand Sales

MINI USA reported the best September ever with sales of 4,899 automobiles, an increase of 22.5 percent from the 3,999 sold in September, 2011. Year-to-date, MINI sales in the U.S. are up 16.6 percent on volume of 48,531 compared to 41,635 in the first nine months of 2011.

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

	September 2012	September 2011	%	YTD 2012	YTD 2011	%
BMW brand	21,761	21,750	0.1	186,397	177,679	4.9
BMW passenger cars	14,265	15,407	-7.4	129,898	128,033	1.5
BMW light trucks	7,496	6,343	18.2	56,499	49,646	13.8
MINI brand	4,899	3,999	22.5	48,531	41,635	16.6
TOTAL Group	26,660	25,749	3.5	234,928	219,314	7.1

BMW Motorrad Sales

BMW Motorrad USA reported sales of 790 motorcycles in September, an increase of 6.0 percent from the total of 745 motorcycles sold in September 2011. Year-to-date, BMW Motorrad is up 14.7 percent on sales of 9,497 compared to 8,280 sold in the first nine months of 2011. In September, the best performing models included the F 800 GS, up 102.2 per cent to 89 units; and the S 1000 R, up 23.1 per cent to 128 units.

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

	September 2012	September 2011	%	YTD 2012	YTD 2011	%
BMW Motorcycles	790	745	6.0	9,497	8,280	14.7

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, 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

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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 and

www.press.bmwna.com.

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