

Media Information  
9 October 2012**Embargo 09:00 a.m. CEDT!****BMW Group reports highest ever September sales**

177,716 vehicles sold in September, an increase of 11.6%

BMW brand worldwide sales climb by 14.3%

Robertson: Well on course to achieve new sales record in 2012

**Munich.** The BMW Group experienced growth in many regions around the world in September and achieved another record month in sales. With 177,716 (prev. yr. 159,223) BMW, MINI and Rolls-Royce brand automobiles delivered worldwide, sales were 11.6% higher than in the same month last year. It was also the best first nine months for the company, with sales up 8.3% compared to the same period last year. A total of 1,335,502 BMW Group vehicles were delivered during this time (prev. yr. 1,232,619).

Ian Robertson, Member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW: "We made solid gains in many of our markets last month and were once again able to achieve record sales in September, despite the difficult environment in some European countries. Our models continue to perform well and we expect to see further healthy growth in worldwide sales in the fourth quarter. We are well on course to achieving a new sales record for the whole year."

**BMW** brand worldwide sales climbed by 14.3% to 146,843 vehicles in the month under review (prev. yr. 128,450). Demand for the BMW 1 Series was strong with 23,583 vehicles sold last month, an increase of 51.1% on the previous year (15,606). Over 150,000 units of the second generation BMW 1 Series 5-Door Hatch have been delivered to customers since its launch in mid-September last year. The BMW 3 Series achieved sales of 39,302 vehicles last month (prev. yr. 35,842/ +9.7%). Sales for the BMW 5 Series climbed 7.9% to 29,996 vehicles (prev. yr. 27,804). The BMW 6 Series more than tripled its sales with 2,426 vehicles delivered last month (prev. yr. 752/ +222.6%). The BMW X1 performed strongly with 16,661 units sold in September, an increase of 32.9% (prev. yr. 12,536). Sales of the BMW X3 continued to be strong, climbing 20.0% to 13,616 vehicles (prev. yr. 11,346). Year-to-date, the brand BMW has delivered 1,109,962 vehicles, an increase of 8.6% over the previous year (1,021,955).

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**MINI** posted its best ever September sales with 30,562 vehicles delivered (prev. yr. 30,392/ +0.6%). The brand has also had its most successful first nine months ever - in the period up to and including September, MINI sold 223,214 vehicles, an increase of 7.2% in worldwide sales compared to the same period last year (208,223). Last month at the Paris Auto Salon, the company unveiled the MINI Paceman. The MINI Paceman is the world's first Sports Activity Coupe in the premium compact segment and it expands the brand's portfolio to seven models. The MINI Paceman is expected to provide further momentum for MINI when it arrives in the first half of 2013.

Demand for **Rolls-Royce** motor cars remained steady with a small decrease of 4.7% year-to-date compared to 2011. The worldwide market introduction of Phantom Series II in September and the potential for seasonally strong fourth quarter sales causes Rolls-Royce to remain confident of another strong annual result.

**BMW Motorrad** achieved a new all-time retail high in September with 9,215 units (prev. yr.: 8,612 units/ +7.0%). Supplies of motorcycles and maxi scooters from January up to and including September totaled 85,944 units (prev. yr.: 86,892 units / -1.1%). **Husqvarna Motorcycles** supplied a total of 7,355 vehicles (prev. yr.: 6,079 units / +21.0%) to the Husqvarna dealer network from January up to and including September. Supplies in the month of September totaled 1,255 vehicles (prev. yr.: 1,351 units / -7.1%).

**Markets:**

The BMW Group reported solid gains in many markets last month and increased retail volumes in its three largest markets, China, the US and Germany.

In Europe, BMW Group sales grew last month by 4.8% to 92,442 vehicles (prev. yr. 88,243). In the first nine months, BMW Group sales were slightly above last year's level, with a total of 639,798 vehicles delivered (prev. yr. 635,013/ +0.8%). In Germany, BMW and MINI were the only premium brands to make gains in September. A total of 26,021 new BMW and MINI vehicles were registered in September (prev. yr. 23,799/ +9.3%). The BMW brand accounted for 22,009 registrations (prev. yr. 20,042/ +9.8%) and MINI for 4,012

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registrations (prev. yr. 3,757/ +6.8%). Year-to-date, 211,870 BMW and MINI vehicles have been registered in Germany (prev. yr. 220,054/ -3.7%). BMW Group sales in Russia climbed 48.5% in the month under review to 3,985 vehicles (prev. yr. 2,683). Year-to-date, 28,084 vehicles have been delivered in Russia, an increase of 32.9% over the previous year (21,133).

In Asia, sales surged by 40.0% in September to 45,781 vehicles (prev. yr. 32,708). The BMW Group made strong gains in Asia in the first nine months of the year, with sales climbing 27.2% to 357,841 vehicles (prev. yr. 281,223). The company achieved exceptionally high growth in Mainland China, which accounted for 29,631 deliveries in September, an increase of 59.4% over the same month in the previous year (18,588). Year-to-date, 237,056 BMW and MINI vehicles have been sold in Mainland China (prev. yr. 177,522) which reflects an increase of 33.5%. The BMW Group posted solid gains in other Asian markets in the first nine months of the year, including Japan (41,973/ +21.5%) and South Korea (24,541/ +18.5%)

In the Americas, the BMW Group delivered 34,050 vehicles in September (prev. yr. 32,772/ +3.9%). Since the beginning of the year, 290,888 vehicles were delivered to customers in the Americas, which reflected an increase of +6.3% on the previous year (273,564). The BMW Group in the U.S. reported September sales of 26,660 vehicles (prev. yr. 25,749/ +3.5%). Year-to-date, the BMW Group is up 7.1% on sales of 234,928 vehicles in the first nine months of 2012 compared to 219,314 in the same period in 2011.

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**BMW Group sales in/up to September 2012 at a glance**

	In Sept 2012	Comp. to previous year	Up to/incl. Sept 2012	Comp. to previous year
BMW Group Automobiles	177,716	+11.6%	1,335,502	+8.3%
BMW	146,843	+14.3%	1,109,962	+8.6%
MINI	30,562	+0.6%	223,214	+7.2%
Rolls-Royce			2,326	-4.7%
BMW Motorrad	9,215	+7.0%	85,944	-1.1%
Husqvarna Motorcycles	1,255	-7.1%	7,355	+21.0%

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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