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

**BMW brand up 20.9 percent in October; 6.7 percent year-to-date**

**MINI brand up 8.7 percent in October; 15.7 year-to-date, best October ever**

**Woodcliff Lake, NJ – November 1, 2012…** The BMW Group in the U.S. (BMW and MINI combined) reported October sales of 32,339 vehicles, an increase of 18.5 percent from the 27,288 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 8.4 percent on sales of 267,267 in the first ten months of 2012 compared to 246,602 in the same period in 2011.

“Momentum is increasing and the October figures show supply is finally catching up with demand as our new models arrive in greater numbers”, said Ludwig Willisch, President and CEO, BMW of North America, LLC. “At the same time, our thoughts are with colleagues and customers affected by the hurricane and its aftermath. We are all working together in this difficult situation.”

**BMW Brand Sales**

Sales of BMW brand vehicles increased 20.9 percent in October for a total of 26,451 compared to 21,873 vehicles sold in October, 2011. Year-to-date, the BMW brand is up 6.7 percent on sales of 212,848 compared to 199,552 sold in the first ten months of 2011.

In October, best performing vehicles included the 3 Series, up 25.6 percent to 9,729 units; the 6 Series, up 86 percent to 770 units; the X3 SAV, up 39.9 percent to 3,248 units and the X6 SAV, up 41.3 percent to 671 units.

**BMW Pre-Owned Vehicles**

In October, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased 5.3 percent to 12,563 vehicles from the 13,262 vehicles sold in October 2011. January through October, BMW used vehicle sales are up 1.8 percent on volume of 135,138 compared to 132,686 in the same period of 2011.

**MINI Brand Sales**

MINI USA reported the best October ever with sales of 5,888 automobiles, an increase of 8.7 percent from the 5,415 sold in October, 2011. Year-to-date, MINI sales in the U.S. are up 15.7 percent on volume of 54,419 compared to 47,050 in the first ten months of 2011.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | October 2012 | October 2011 | % | YTD 2012 | YTD 2011 | % |
| **BMW brand** | **26,451** | **21,873** | **20.9** | **212,848** | **199,552** | **6.7** |
| BMW passenger cars | 18,292 | 15,080 | 21.3 | 148,190 | 143,113 | 3.5 |
| BMW light trucks   | 8,159 | 6,793 | 20.1 | 64,658 | 56,439 |  14.6 |
| **MINI brand** | **5,888** | **5,415** | **8.7** | **54,419** | **47,050** | **15.7** |
| **TOTAL Group** | **32,339** | **27,288** |  **18.5** | **267,267** | **246,602** |  **8.4** |

**BMW Motorrad Sales**

Despite the impact of Hurricane Sandy, BMW Motorrad USA reported sales of 865 motorcycles in October, an increase of 1.4 percent from the total of 853 motorcycles sold in October 2011. Year-to-date, BMW Motorrad is up 13.5 percent on sales of 10,362 compared to 9,133 sold in the first ten months of 2011.

In October, the best performing models included the K 1300 S, up 137.5 percent to 38 units; the S 1000 R, up 58.1 percent to 136 units and the K 1600 GT, up 27.7 percent to 60 units.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | October 2012 | October 2011 | % | YTD2012 | YTD 2011 | % |
| **BMW Motorcycles** | **865** | **853** | **1.4** | **10,362** | **9,133** | **13.5** |

**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)

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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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