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

**BMW brand up 45 percent in November – best month ever; 10.4 percent year-to-date increase**

**MINI brand up 10.5 percent in November; 15.2 percent increase year-to-date – already surpassed 2011 sales record**

**Woodcliff Lake, NJ – December 3, 2012…** The BMW Group in the U.S. (BMW and MINI combined) reported November sales of 36,461 vehicles, an increase of 38.8 percent from the 26,271 vehicles sold in the same month a year ago. Year-to-date, BMW Group is up 11.3 percent on sales of 303,728 in the first eleven months of 2012 compared to 272,873 in the same period in 2011.

“Supply is catching up with demand, making November the best sales month on record for BMW in the U.S.,” said Ludwig Willisch, President and CEO, BMW of North America. “The momentum is strong in this final month of the year, MINI has already surpassed its 2011 total, and I am confident BMW Group will set a new U.S. sales record for 2012, beating the previous record year of 2007.”

**BMW Brand Sales**

BMW reported the best month ever in November with sales of 31,213, an increase of 45 percent from the 21,521 vehicles sold in November, 2011. Year-to-date, the BMW brand is up 10.4 percent on sales of 244,061 compared to 221,073 sold in the first eleven months of 2011.

In November, best performing vehicles included the 5 Series, up 64.3 percent to 5,857 units; the 6 Series, up 67.4 percent to 919 units; the X3 SAV, up 50.5 percent to 4,172 units and the X6 SAV, up 55.2 percent to 813 units.

**BMW Pre-Owned Vehicles *(Updated on 12/11/12)***In November, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 3.8 percent to 12,657 vehicles from the 12,196 vehicles sold in November 2011. January through November, BMW used vehicle sales are up 2.0 percent on volume of 147,796 compared to 144,882 in the same period of 2011.

**MINI Brand Sales**

MINI USA reported the best November ever with sales of 5,248 automobiles, an increase of 10.5 percent from the 4,750 sold in November, 2011. This marks the sixth consecutive month of record sales. Year-to-date, MINI sales in the U.S. are up 15.2 percent on volume of 59,667 compared to 51,800 in the first eleven months of 2011, surpassing the 2011 annual record of 57,511.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | November 2012 | November 2011 | % | YTD 2012 | YTD 2011 | % |
| **BMW brand** | **31,213** | **21,521** | **45.0** | **244,061** | **221,073** | **10.4** |
| BMW passenger cars | 21,427 | 13,728 | 56.1 | 169,617 | 156,841 | 8.1 |
| BMW light trucks | 9,786 | 7,793 | 25.6 | 74,444 | 64,232 | 15.9 |
| **MINI brand** | **5,248** | **4,750** | **10.5** | **59,667** | **51,800** | **15.2** |
| **TOTAL Group** | **36,461** | **26,271** | **38.8** | **303,728** | **272,873** | **11.3** |

**BMW Motorrad Sales**

BMW Motorrad USA reported sales of 777 motorcycles in November, an increase of 43.6 percent from the total of 541 motorcycles sold in November 2011. Year-to-date, BMW Motorrad is up 15.1 percent on sales of 11,139 compared to 9,674 sold in the first eleven months of 2011.

In November, the best performing models included the newly introduced maxi scooters, with impressive first full-month sales of 163 units. Rarely has a new product in a completely new market segment performed so well in Q4. Additionally, the S 1000 RR sales nearly tripled to 129 units; and the F 800 GS, is up 40 per cent to 60 units.

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | November 2012 | November 2011 | % | YTD  2012 | YTD 2011 | % |
| **BMW Motorcycles** | **777** | **541** | **43.6** | **11,139** | **9,674** | **15.1** |

**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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