

# BMW Group

## U.S. Press Information

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### **BMW Group Achieves Best Sales Year Ever in the U.S.**

- **BMW reports best December ever**
- **MINI reports best December and best ever U.S. sales year**

**Woodcliff Lake, NJ – January 3, 2013...** In 2012, the BMW Group in the U.S. (BMW and MINI combined) achieved its best sales since the previous record year of 2007 retailing 347,583 vehicles, up 13.8 percent compared to the 305,418 vehicles sold in 2011. BMW Group reported December sales of 43,855 vehicles, an increase of 34.8 percent from the 32,545 vehicles sold in the same month a year ago.

“To turn months of critically short supply into the best year ever for the BMW Group in the U.S. is a monumental achievement, emphasizing what a customer-oriented dealer network with an agile logistics team can do,” said Ludwig Willisch, President and CEO, BMW of North America. “The post-recession sales momentum that started in 2010 reached an unprecedented level in December, making us strongly confident and optimistic as we enter 2013.”

### **BMW Brand Sales**

Sales of BMW brand vehicles increased 39.4 percent in December for a total of 37,399 compared to 26,834 vehicles sold in December, 2011. For the year, BMW brand sales were up 13.5 percent to 281,460 vehicles compared to 247,907 sold 2011.

For 2012, best performing vehicles included the 5 Series, up 10.3 percent to 56,798 units; the 6 Series, up 110.3 percent to 8,208 units; and the X3, up 26.6 percent to 35,173 units.

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### **BMW Pre-Owned Vehicles**

In December, sales of BMW used vehicles (including certified pre-owned and pre-owned) totaled 16,728, an increase of 2.9 percent from the 16,264 sold in December 2011. For the year, BMW used vehicle sales are up 2.1 percent on volume of 164,524 compared to 161,146 in 2011.

### **MINI Brand Sales**

MINI USA reported the best December ever with sales of 6,456 automobiles, an increase of 13.0 percent from the 5,711 sold in December, 2011. This marks the seventh consecutive month of record sales and ninth “best month” of 2012. For the year, MINI sales in the U.S. are up 15.0 percent on volume of 66,123 compared to 57,511 sold in 2011, making 2012 the brand’s best year ever in the U.S.

“We like to say the world is becoming more MINI and the record 2012 sales is the perfect conclusion to our 10th anniversary year in the U.S.,” said Jim McDowell, Vice President, MINI USA. “We are a quick and agile brand with an expanding vehicle portfolio, a growing dealer network and a great year ahead.”

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

	December 2012	December 2011	%	YTD 2012	YTD 2011	%
<b>BMW brand</b>	<b>37,399</b>	<b>26,834</b>	<b>39.4</b>	<b>281,460</b>	<b>247,907</b>	<b>13.5</b>
BMW passenger cars	25,476	16,534	54.1	195,093	173,375	12.5
BMW light trucks	11,923	10,300	15.8	86,367	74,532	15.9
<b>MINI brand</b>	<b>6,456</b>	<b>5,711</b>	<b>13.0</b>	<b>66,123</b>	<b>57,511</b>	<b>15.0</b>
<b>TOTAL Group</b>	<b>43,855</b>	<b>32,545</b>	<b>34.8</b>	<b>347,583</b>	<b>305,418</b>	<b>13.8</b>

### **BMW Motorrad Sales**

BMW Motorrad USA reported sales of 918 motorcycles in December, an increase of 2.2 percent from the total of 898 motorcycles sold in December 2011. As a result, BMW Motorrad finished the year up 14.0 percent on sales of 12,057 compared to 10,572 sold in 2011.

Highlights in 2012 include growth of 20.9 percent for the S 1000 RR with sales of 1,934 compared to 1,600 in 2011. U.S. consumers also welcomed the first full year of the award winning 6-cylinder K 1600 GTL and K 1600 GT with 1,601 deliveries of the

GTL (+58.7 percent) and 697 of the GT (+87.9 percent) in 2012, helping increase K-Series volumes by 40.9 percent to 2,647 units.

The introduction of the entry level G 650 GS Sertão contributed to a G-Series sales increase of 31.3 percent with sales of 994 compared to 757 sold in 2011. The product offensive continued with the release of the C 600 Sport and C 650 GT maxi scooters in late Fall with 223 GTs being delivered to consumers by year end.

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

	December 2012	December 2011	%	YTD 2012	YTD 2011	%
<b>BMW Motorcycles</b>	<b>918</b>	<b>898</b>	<b>2.2</b>	<b>12,057</b>	<b>10,572</b>	<b>14.0</b>

### **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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