

BMW Group

U.S. Press Information

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BMW Group U.S. Reports March 2013 Sales

- **BMW brand sales up 13.1 percent, best March ever**
- **MINI brand sales up 3.5 percent**
- **BMW Motorcycle sales up 7.6 percent**

Woodcliff Lake, NJ – April 2, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported March sales of 33,149 vehicles, an increase of 11.2 percent from the 29,806 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 4.3 percent on sales of 78,957 in the first three months of 2013 compared to 75,729 in the same period in 2012.

“March roared out like a lion giving BMW even better numbers than the previous record set in 2007,” said Ludwig Willisch, President and CEO, BMW of North America. “The arrival this month of the new 320i at a very attractive price plus the changeover to the 2014 models will further accelerate our momentum in the months ahead.”

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BMW Brand Sales

The BMW brand reported the best March ever with sales of 27,078 vehicles, an increase of 13.1 percent from the 23,940 sold in March 2012. Year-to-date, the BMW brand is up 5.4 percent on sales of 64,902 compared to 61,549 sold in the first three months of 2012.

In March, best performing vehicles included the Z4 Roadster, up 21.1 percent to 316 units; the 6 Series, up 15.5 percent to 877 units; and the Sports Activity Vehicle segment (X3, X5 and X6 in particular), up 40 percent to 7,317 units.

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BMW Pre-Owned Vehicles

In March, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased 2.9 percent to 15,809 vehicles compared to the 16,278 vehicles sold in March, 2012. January through March, BMW used vehicle sales are up 3.2 percent on volume of 42,675 compared to 41,352 in the same period of 2012.

MINI Brand Sales

MINI USA reported sales of 6,071 automobiles in March, an increase of 3.5 percent from the 5,866 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are down 0.9 percent on volume of 14,055 compared to 14,180 in the first three months of 2012.

MINI Pre-Owned Vehicles

In March, sales of MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) increased 0.5 percent to 1,721 automobiles from the 1,713 sold in March, 2012. January through March, MINI used vehicle sales are up 21.4 percent on volume of 4,846 compared to 3,991 in the same period of 2012.

Table 1: Vehicle Sales BMW of North America, LLC, March 2013

	March 2013	March 2012	%	YTD Mar. 2013	YTD Mar. 2012	%
BMW brand	27,078	23,940	13.1	64,902	61,549	5.4
BMW passenger cars	19,761	18,715	5.6	44,536	45,188	-1.4
BMW light trucks	7,317	5,225	40.0	20,366	16,361	24.5
MINI brand	6,071	5,866	3.5	14,055	14,180	-0.9
TOTAL Group	33,149	29,806	11.2	78,957	75,729	4.3

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,525 motorcycles in March, an increase of 7.6 percent from the total of 1,417 motorcycles sold in March 2012. Year-to-date, BMW Motorrad USA is up 4.9 percent on sales of 2,964 compared to 2,826 sold in the first three months of 2012.

Leading the way in March were the middleweight F-Series machines with growth of 65 percent from sales of 363 units compared to 220 a year ago with additional contributions from the recently introduced HP4 and C 650 GT maxi-scooter with 70 and 53 units respectively.

Table 2: Motorcycle Sales BMW of North America, LLC, March 2013

	March 2013	March 2012	%	YTD Mar. 2013	YTD Mar. 2012	%
BMW Motorcycles	1,525	1,417	7.6	2,964	2,826	4.9

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, 116 MINI passenger car dealers, and 34 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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