

BMW Group

U.S. Press Information

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BMW Group U.S. Reports April 2013 Sales

- **BMW brand sales up 10.3 percent**
- **MINI brand sales up 1 percent**
- **BMW Motorcycle sales up 31.6 percent**

Woodcliff Lake, NJ – May 1, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported April sales of 29,011 vehicles, an increase of 8.3 percent from the 26,793 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 5.3 percent on sales of 107,968 in the first four months of 2013 compared to 102,522 in the same period in 2012.

“The solid April results are a good set-up for the months ahead as BMW transitions to model year 2014 with a range of new models coming to market,” said Ludwig Willisch, President and CEO, BMW of North America. “Our dealers are reporting a sizeable increase in business and we expect to see even more in May and June.”

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BMW Brand Sales

Sales of BMW brand vehicles increased 10.3 percent in April for a total of 23,225 compared to 21,062 vehicles sold in April, 2012. Year-to-date, the BMW brand is up 6.7 percent on sales of 88,127 compared to 82,611 sold in the first four months of 2012.

In April, best performing vehicles included the 5 Series, up 46.8 percent to 5,234 units; the 6 Series, up 48.1 percent to 760 units; and the 7 Series, up 68.8 percent to 871 units.

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BMW Pre-Owned Vehicles

In April, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 5.1 percent to 14,194 vehicles compared to the 13,511 vehicles sold in April, 2012. January through April, BMW used vehicle sales are up 3.7 percent on volume of 56,869 compared to 54,863 in the same period of 2012.

MINI Brand Sales

MINI USA reported sales of 5,786 automobiles in April, an increase of 1.0 percent from the 5,731 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are down 0.4 percent on volume of 19,841 compared to 19,911 in the first four months of 2012.

MINI Pre-Owned Vehicles

In April, sales of MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) decreased 4.4 percent to 1,637 automobiles from the 1,713 sold in April, 2012. January through April, MINI used vehicle sales are up 19.1 percent on volume of 6,483 compared to 5,443 in the same period of 2012.

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

	April 2013	April 2012	%	YTD Apr. 2013	YTD Apr. 2012	%
BMW brand	23,225	21,062	10.3	88,127	82,611	6.7
BMW passenger cars	17,513	14,617	19.8	62,049	59,805	3.8
BMW light trucks	5,712	6,445	-11.4	26,078	22,806	14.3
MINI brand	5,786	5,731	1.0	19,841	19,911	-0.4
TOTAL Group	29,011	26,793	8.3	107,968	102,522	5.3

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,571 motorcycles in April, an increase of 31.6 percent from the total of 1,194 motorcycles sold in April 2012.

With 225 units compared to 113 units last year, the award winning S 1000 RR continues to conquest buyers in the superbike segment while the recently introduced

F 800 GT helped drive F-Series sales, up 58 percent on April 2012, with 83 units in the month.

Growth in K-Series (up 12 percent) came from the new 30-year edition K 1300 S but it was the all-new water-cooled R 1200 GS boxer that stole the show in April with 243 units delivered to customers, driving growth of 8 percent in R-Series models.

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

	April 2013	April 2012	%	YTD Apr. 2013	YTD Apr. 2012	%
BMW Motorcycles	1,571	1,194	31.6	4,535	4,020	12.8

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, 117 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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