

BMW Group

U.S. Press Information

For Release: June 3, 2013

Contact: Kenn Sparks
Business Communications Manager
BMW of North America, LLC
(201) 307-4467 / Kenn.Sparks@bmwna.com

Diane Anton
Business Communications Specialist
BMW of North America, LLC
(201) 307-3714 / Diane.Anton@bmwna.com

BMW Group U.S. Reports May 2013 Sales

- **BMW brand sales up 13.8 percent**
- **MINI brand sales down 3.4 percent**
- **BMW Motorcycle sales up 61.1 percent; best May ever**

Woodcliff Lake, NJ – June 3, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported May sales of 31,174 vehicles, an increase of 10.1 percent from the 28,321 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 6.3 percent on sales of 139,142 in the first five months of 2013 compared to 130,843 in the same period in 2012.

“May usually gives us a strong boost as we head into summer and it did so again this year with the newly introduced 320i bringing significant numbers of entirely new customers to the brand,” said Ludwig Willisch, President and CEO, BMW of North America. “All the indicators from our dealers confirm that consumer confidence is increasing and we expect more successful months ahead.”

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwgroupna.com

BMW Brand Sales

Sales of BMW brand vehicles increased 13.8 percent in May for a total of 25,230 compared to 22,168 vehicles sold in May, 2012. Year-to-date, the BMW brand is up 8.2 percent on sales of 113,357 compared to 104,779 sold in the first five months of 2012.

In May, best performing vehicles included the 3 Series, up 47.2 percent to 9,307 units;

- more -



the Z4 Roadster, up 19 percent to 338 units; the 6 Series, up 26.1 percent to 914 units; and the X6 SAV, up 18.4 percent to 887 units.

BMW Pre-Owned Vehicles

In May, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 13.6 percent to 15,831 vehicles compared to the 13,930 vehicles sold in May, 2012. January through May, BMW used vehicle sales are up 5.7 percent on volume of 72,700 compared to 68,793 in the same period of 2012.

MINI Brand Sales

MINI USA reported sales of 5,944 automobiles in May, a decrease of 3.4 percent from the 6,153 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are down 1.1 percent on volume of 25,785 compared to 26,064 in the first five months of 2012.

MINI Pre-Owned Vehicles

In May, sales of MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) increased 18.8 percent to 1,964 automobiles from the 1,653 sold in May, 2012. January through May, MINI used vehicle sales are up 19.0 percent on volume of 8,447 compared to 7,096 in the same period of 2012.

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

	May 2013	May 2012	%	YTD May 2013	YTD May 2012	%
BMW brand	25,230	22,168	13.8	113,357	104,779	8.2
BMW passenger cars	19,491	15,229	28.0	81,540	75,034	8.7
BMW light trucks	5,739	6,939	-17.3	31,817	29,745	7.0
MINI brand	5,944	6,153	-3.4	25,785	26,064	-1.1
TOTAL Group	31,174	28,321	10.1	139,142	130,843	6.3

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,809 motorcycles in May, an increase of 61.1 percent from the total of 1,123 motorcycles sold in May, 2012. This is an all time record for the month of May besting the previous record set in 2005 by nearly 170 units.

F-series sales, boosted by the introduction of the new F 800 GS Adventure and F 800 GT, grew by 66 percent compared to May 2012 with 353 units compared to 212 units last year.

Growth in K-Series, up 24 percent, came from the 6-cylinder K 1600 GTL and GT but it was the all-new water-cooled R 1200 GS boxer that lead the way in May with 360 units delivered to customers, driving growth of 42 percent in R-Series models.

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

	May 2013	May 2012	%	YTD May 2013	YTD May 2012	%
BMW Motorcycles	1,809	1,123	61.1	6,344	5,143	23.4

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

#

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.

#