

BMW Group

U.S. Press Information

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BMW Group U.S. Reports June 2013 Sales

- **BMW brand sales up 24.6 percent, best June ever**
- **MINI brand sales up 9.6 percent, best month ever**
- **BMW Motorcycle sales up 4.9 percent**

Woodcliff Lake, NJ – July 2, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported June sales of 33,645 vehicles, an increase of 21.4 percent from the 27,720 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 9.0 percent on sales of 172,787 in the first six months of 2013 compared to 158,563 in the same period in 2012.

“There is nothing like an abundance of new and popular models to drive sales, resulting in new U.S. sales records for BMW, MINI and pre-owned BMW,” said Ludwig Willisch, President and CEO, BMW of North America. “We started this year with confidence and optimism; the sales results have verified our viewpoint and we are very much looking forward to the second half with more new models on the way including the new X5.”

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BMW Brand Sales

Sales of BMW brand vehicles increased 24.6 percent in June for a total of 27,074 compared to 21,725 vehicles sold in June, 2012. Year-to-date, the BMW brand is up 11.0 percent on sales of 140,431 compared to 126,504 sold in the first six months of 2012.

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In June, best performing vehicles included the 3 Series, up 62.6 percent to 10,957 units; the 6 Series, up 119.5 percent to 1,409 units; the 7 Series, up 58.6 percent to 855 units and the X3 SAV, up 5.5 percent to 2,981 units.

BMW Pre-Owned Vehicles

In June, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 2.7 percent to 13,859 vehicles compared to the 13,489 vehicles sold in June, 2012. January through June, BMW used vehicle sales are up 5.2 percent on volume of 86,559 compared to 82,282 in the same period of 2012. This has been the best first six months sales result for BMW Pre-Owned, exceeding the previous record year of 2010.

MINI Brand Sales – best month ever

MINI USA reported the best month ever in June with sales of 6,571 automobiles, an increase of 9.6 percent from the 5,995 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are up 0.9 percent on volume of 32,356 compared to 32,059 in the first six months of 2012.

MINI Pre-Owned Vehicles

In June, sales of MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) increased 16.3 percent to 1,877 automobiles from the 1,614 sold in June, 2012. MINI NEXT had a strong month with 100 percent increase over June 2012, and 113.2 percent increase year-to-date. January through June, MINI used vehicle sales are up 18.5 percent on volume of 10,324 compared to 8,710 in the same period of 2012.

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

| | June 2013 | June 2012 | % | YTD Jun 2013 | YTD Jun 2012 | % |
|--------------------|---------------|---------------|-------------|-----------------|-----------------|-------------|
| BMW brand | 27,074 | 21,725 | 24.6 | 140,431 | 126,504 | 11.0 |
| BMW passenger cars | 20,396 | 14,236 | 43.3 | 101,936 | 89,270 | 14.2 |
| BMW light trucks | 6,678 | 7,489 | -10.8 | 38,495 | 37,234 | 3.4 |
| MINI brand | 6,571 | 5,995 | 9.6 | 32,356 | 32,059 | 0.9 |
| TOTAL Group | 33,645 | 27,720 | 21.4 | 172,787 | 158,563 | 9.0 |

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,374 motorcycles in June, an increase of 4.9 percent from the total of 1,310 motorcycles sold in June, 2012.

Maintaining the momentum established in recent months, F-series sales grew by 64 percent compared to June 2012 with 369 units compared to 225 units last year, with the F 700 GS (up 58 percent) and F 800 GS (up 11 percent) ably assisted by the new F 800 GS Adventure and F 800 GT.

Growth in R-Series (up 16 percent) came from the R 1200 R roadster with 50 units compared to 23 last year but it was the water-cooled R 1200 GS boxer that lead the way again in June with 220 units delivered to customers.

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

| | June 2013 | June 2012 | % | YTD Jun 2013 | YTD Jun 2012 | % |
|------------------------|---------------|---------------|------------|---------------|---------------|-------------|
| BMW Motorcycles | 1, 374 | 1, 310 | 4.9 | 7, 718 | 6, 453 | 19.6 |

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, 119 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.

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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