

BMW Group

U.S. Press Information

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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 July 2013 Sales

- **BMW brand sales up 12.9 percent**
- **MINI brand sales up 1.6 percent, best July ever**
- **BMW Motorcycle sales up 31.1 percent**

Woodcliff Lake, NJ – August 1, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported July sales of 29,993 vehicles, an increase of 10.5 percent from the 27,152 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 9.2 percent on sales of 202,780 in the first seven months of 2013 compared to 185,715 in the same period in 2012.

“July is a pivotal month, setting the trend for the second half of the year and the numbers show the trend is with us” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “We have a strong line-up of new vehicles to launch in the months ahead led by the [all-new X5](#), which started production today, and the beautiful BMW 4 Series Coupe which arrives in the fall.”

BMW Brand Sales

Sales of BMW brand vehicles increased 12.9 percent in July for a total of 24,043 compared to 21,297 vehicles sold in July, 2012. Year-to-date, the BMW brand is up 11.3 percent on sales of 164,474 compared to 147,801 sold in the first seven months of 2012.

In July, best performing vehicles included the 1 Series, up 60.7 percent to 609 units; the 3 Series, up 29.2 percent to 9,890 units; the Z4 Roadster, up 25.4 percent to 217 units and the X5 SAV, up 17.1 percent to 2,674 units.

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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 Pre-Owned Vehicles

In July, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 18.5 percent to 14,994 vehicles compared to the 12,658 vehicles sold in July, 2012. January through July, BMW used vehicle sales are up 7.0 percent on volume of 101,553 compared to 94,940 in the same period of 2012.

MINI Brand Sales – best July ever

MINI USA reported the best July ever with sales of 5,950 automobiles, an increase of 1.6 percent from the 5,855 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are up 1.0 percent on volume of 38,306 compared to 37,914 in the first seven months of 2012.

“We like to say the world is becoming more MINI and the record sales figures for July and year-to-date prove that interest in the premium small car segment continues to grow and that people can think small”, said Jim McDowell, Vice President, MINI USA. “We are especially pleased with the sales performance of the MINI Countryman model that continues to bring new motorers to our growing MINI family.”

MINI Pre-Owned Vehicles – best month ever

In July, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported the best month ever with sales of 1,974 automobiles, an increase of 28.9 percent from the 1,531 sold in July, 2012. January through July, MINI used vehicle sales are up 20.1 percent on volume of 12,298 compared to 10,241 in the same period of 2012.

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

	July 2013	July 2012	%	YTD Jul 2013	YTD Jul 2012	%
BMW brand	24,043	21,297	12.9	164,474	147,801	11.3
BMW passenger cars	19,058	16,444	15.9	120,994	105,714	14.5
BMW light trucks	4,985	4,853	2.7	43,480	42,087	3.3
MINI brand	5,950	5,855	1.6	38,306	37,914	1.0
TOTAL Group	29,993	27,152	10.5	202,780	185,715	9.2

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,346 motorcycles in July, an increase of 31.1 percent from the total of 1,027 motorcycles sold in July 2012. July's result lifts Motorrad's annual growth rate to more than 21 percent over last year in an industry that declined over 5 percent through June.

Once again, the new R 1200 GSW was the leading model, with sales of 201 units, contributing strongly to the increase in R-Series (+47%) with total boxer sales of 506 units in July compared to 344 units last year. The award winning 6-cylinder K 1600 GT sport-tourer (+37%) and luxury-touring K 1600 GTL (+34%) helped drive a 27 percent increase in K-Series models with 234 units compared to 184 units in July 2012.

Positive customer reaction to the recently launched F 800 GT and F 800 GS Adventure drove increases in F-Series volumes with sales up 126 percent compared to July 2012 with 319 units compared to 141 a year ago while demand for the C 650 GT maxi-scooter continues to outstrip supply.

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

	July 2013	July 2012	%	YTD Jul 2013	YTD Jul 2012	%
BMW Motorcycles	1, 346	1, 027	31.1	9, 064	7, 480	21.3

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.

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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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