

BMW Group

U.S. Press Information

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BMW Group U.S. Reports August 2013 Sales

- **BMW brand sales up 45.7 percent**
- **MINI brand sales up 5.3 percent, best August ever**
- **BMW Motorcycle sales down 4.6 percent**

Woodcliff Lake, NJ – September 4, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported August sales of 30,546 vehicles, an increase of 35.4 percent from the 22,553 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 12 percent on sales of 233,326 in the first eight months of 2013 compared to 208,268 in the same period in 2012.

“This has been a summer of momentum, giving us a good tail-wind as we enter the all-important autumn selling season,” said Ludwig Willisch, President and CEO, BMW of North America, LLC. “The sales records set before the financial crisis continue to fall and with the arrival of the new X5 and the new 4 Series Coupe in the next couple of months, we are heading towards a strong finish for the year.”

BMW Brand Sales

Sales of BMW brand vehicles increased 45.7 percent in August for a total of 24,523 compared to 16,835 vehicles sold in August, 2012. Year-to-date, the BMW brand is up 14.8 percent on sales of 188,997 compared to 164,636 sold in the first eight months of 2012.

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In August, best performing vehicles included the 3 Series, up 66.9 percent to 10,357 units; the 5 Series, up 158.2 percent to 4,359 units; the 6 Series, up 67.8 percent to 760 units and the 7 Series, up 172.6 percent to 924 units.

BMW Pre-Owned Vehicles

In August, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 19.2 percent to 16,706 vehicles compared to the 14,012 vehicles sold in August, 2012. January through August, BMW used vehicle sales are up 8.5 percent on volume of 118,259 compared to 108,952 in the same period of 2012.

MINI Brand Sales – best August ever

MINI USA reported the best August ever with sales of 6,023 automobiles, an increase of 5.3 percent from the 5,718 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are up 1.6 percent on volume of 44,329 compared to 43,632 in the first eight months of 2012.

MINI Pre-Owned Vehicles – best month ever

In August, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported the best month ever with sales of 2,182 automobiles, an increase of 23 percent from the 1,774 sold in August, 2012. January through August, MINI used vehicle sales are up 20.5 percent on volume of 14,480 compared to 12,015 in the same period of 2012.

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

| | August 2013 | August 2012 | % | YTD Aug 2013 | YTD Aug 2012 | % |
|--------------------|----------------|----------------|-------------|-----------------|-----------------|-------------|
| BMW brand | 24,523 | 16,835 | 45.7 | 188,997 | 164,636 | 14.8 |
| BMW passenger cars | 19,483 | 9,919 | 96.4 | 140,477 | 115,633 | 21.5 |
| BMW light trucks | 5,040 | 6,916 | -27.1 | 48,520 | 49,003 | -1.0 |
| MINI brand | 6,023 | 5,718 | 5.3 | 44,329 | 43,632 | 1.6 |
| TOTAL Group | 30,546 | 22,553 | 35.4 | 233,326 | 208,268 | 12.0 |

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,171 motorcycles in August, a decrease of 4.6 percent from the total of 1,227 motorcycles sold in August 2012.

With 160 customer deliveries, the new R 1200 GSW was once again the top selling model, followed by the S 1000 RR (147 units) and the K 1600 GTL (119 units). The middleweight F 700 GS (+68%) and F 800 GS (+22%) helped drive a 90 percent increase in F-Series models with 321 units compared to 169 units in August 2012. BMW's leadership of the maxi scooter segment was further emphasized with 51 C 650 GT retails while another 26 C 600 Sport models were delivered to customers in August.

With year on year growth of 17.5 percent in a negative market, BMW Motorrad is confident that the arrival of model year 2014 machines will continue to build on a positive performance after eight months.

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

| | August 2013 | August 2012 | % | YTD Aug 2013 | YTD Aug 2012 | % |
|------------------------|---------------|---------------|-------------|----------------|---------------|-------------|
| BMW Motorcycles | 1, 171 | 1, 227 | -4.6 | 10, 235 | 8, 707 | 17.5 |

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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