

BMW Group

U.S. Press Information

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BMW Group U.S. Reports September 2013 Sales

- **BMW brand sales up 8.3 percent**
- **MINI brand sales up 8.3 percent, best September ever**
- **BMW Motorcycle sales up 20.9 percent**

Woodcliff Lake, NJ – October 1, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported September sales of 28,874 vehicles, an increase of 8.3 percent from the 26,660 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 11.6 percent on sales of 262,200 in the first nine months of 2013 compared to 234,928 in the same period in 2012.

“September was unusual because of significantly fewer selling days than August, so the more than 8% increase for BMW and another record month for MINI are further fueling BMW Group momentum going into the final quarter of the year,” said Ludwig Willisch, President and CEO, BMW of North America. “October means arrival of the new X5, a full month for the new 4 Series, and the full range of new diesel engines in our 3 and 5 Series cars; just a few of the reasons why we are excited about the next three months.”

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BMW Brand Sales

Sales of BMW brand vehicles increased 8.3 percent in September for a total of 23,568 compared to 21,761 vehicles sold in September, 2012. Year-to-date, the BMW brand is up 14.0 percent on sales of 212,565 compared to 186,397 sold in the first nine months of 2012.

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In September, best performing vehicles included the 7 Series, up 271.3 percent to 1,723 units; the X5 SAV, up 21.7 percent to 4,686 units; and the X1, up 17.5 percent to 1,844 units.

BMW Pre-Owned Vehicles

In September, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 1.9 percent to 13,877 vehicles compared to the 13,624 vehicles sold in September, 2012. January through September, BMW used vehicle sales are up 7.8 percent on volume of 132,136 compared to 122,576 in the same period of 2012.

MINI Brand Sales – best September ever

MINI USA reported the best September ever with sales of 5,306 automobiles, an increase of 8.3 percent from the 4,899 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are up 2.3 percent on volume of 49,635 compared to 48,531 in the first nine months of 2012.

MINI Pre-Owned Vehicles

In September, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 1,701 automobiles, a decrease of 0.7 percent from the 1,713 sold in September, 2012. However, January through September, MINI used vehicle sales are up 17.9 percent on volume of 16,181 compared to 13,728 in the same period of 2012.

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

	September 2013	September 2012	%	YTD Sep 2013	YTD Sep 2012	%
BMW brand	23,568	21,761	8.3	212,565	186,397	14.0
BMW passenger cars	16,927	14,265	18.7	157,404	129,898	21.2
BMW light trucks	6,641	7,496	-11.4	55,161	56,499	-2.4
MINI brand	5,306	4,899	8.3	49,635	48,531	2.3
TOTAL Group	28,874	26,660	8.3	262,200	234,928	11.6

BMW Motorrad Sales

The BMW Motorrad USA dealer network sold 955 motorcycles in September, an increase of 20.9 percent from the total of 790 motorcycles sold in September 2012.

The new for 2013 F 800 GT and F 800 GS Adventure helped drive growth of 36 percent in F-Series machines with 262 deliveries compared to 193 units in September 2012.

R-Series growth came from the R 1200 RT (+27 percent) with 76 retails compared to 60 last year, with the new R 1200 GSW helping drive a 24 percent increase in boxer sales with 318 total retails compared to 256 last year.

BMW's leadership of the maxi scooter segment was further reinforced with 64 scooter retails in September.

With year on year growth of 17.8 percent in a negative market, BMW Motorrad is ideally placed to take advantage of the influx of 2014 model year machines in the final quarter.

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

	September 2013	September 2012	%	YTD 2013	YTD 2012	%
BMW Motorcycles	955	790	20.9	11,190	9,497	17.8

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, 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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