

BMW Group

U.S. Press Information

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BMW Group U.S. Reports October 2013 Sales

- **BMW sales up 4.2 percent**
- **MINI sales down 3.2 percent**
- **BMW Motorcycle sales up 23.4 percent**

Woodcliff Lake, NJ – November 1, 2013... The BMW Group in the U.S. (BMW and MINI combined) reported October sales of 33,274 vehicles, an increase of 2.9 percent from the 32,339 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 10.6 percent on sales of 295,474 in the first ten months of 2013 compared to 267,267 in the same period in 2012.

“The momentum of October is a good indicator of what’s ahead in the final 60 days of the year, especially with sales of the new X5 and the 4 Series beginning to have an impact,” said Ludwig Willisch, President and CEO, BMW of North America. “All of the leading indicators – sales, order rates, showroom traffic, finance applications – are up, very good signs.”

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BMW Brand Sales

Sales of BMW vehicles increased 4.2 percent in October for a total of 27,574 compared to 26,451 vehicles sold in October, 2012. Year-to-date, the BMW brand is up 12.8 percent on sales of 240,139 compared to 212,848 sold in the first ten months of 2012.

In October, best performing vehicles included the BMW X1 with an impressive increase of 60.4 percent compared to October 2012. The BMW 3 and newly launched

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4 Series, both leaders in their segments, also ended the month with an increase of 20.4 percent compared to October 2012. The BMW 5 and 6 Series increased sales 18.7 percent and 19.6 percent, respectively, over sales in October 2012.

BMW Pre-Owned Vehicles

In October, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 23.4 percent to 15,502 vehicles compared to the 12,563 vehicles sold in October, 2012. January through October, BMW used vehicle sales are up 9.2 percent on volume of 147,638 compared to 135,139 in the same period of 2012.

MINI Brand Sales

In October, MINI USA reported sales of 5,700 automobiles, a decrease of 3.2 percent from the 5,888 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are up 1.7 percent on volume of 55,335 compared to 54,419 in the first ten months of 2012.

MINI Pre-Owned Vehicles

In October, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) continued its year of record breaking, smashing last year's October sales with an increase of 30.4 percent to 1,962 vehicles from 1,505 sold in October, 2012. January through October, MINI used vehicle sales are up 19.1 percent on volume of 18,143 compared to 15,233 in the same period of 2012.

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

	October 2013	October 2012	%	YTD Oct 2013	YTD Oct 2012	%
BMW brand	27,574	26,451	4.2	240,139	212,848	12.8
BMW passenger cars	22,100	18,292	20.8	179,504	148,190	21.1
BMW light trucks	5,474	8,159	-32.9	60,635	64,658	-6.2
MINI brand	5,700	5,888	-3.2	55,335	54,419	1.7
TOTAL Group	33,274	32,339	2.9	295,474	267,267	10.6

BMW Motorrad Sales

The BMW Motorrad USA dealer network sold 1,067 motorcycles in October, an increase of 23.4 percent from the total of 865 motorcycles sold in October 2012.

Maxi scooter sales rose by 73 percent in October with 57 units compared to 33 last year.

With 219 deliveries compared to 136 in October 2012, sales of F-Series middleweight machines increased by 61 percent while the G-Series maintained last year's volume with 56 units.

The arrival of 2014 model R 1200 GSW inventory drove R-Series growth of 52 percent with the water-cooled boxer the best selling BMW motorcycle in October with 314 units.

Similarly, new colors helped drive growth of 4 percent in superbike sales with a combined total of 142 HP4 and S 1000 RR models delivered to customers in October.

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

	October 2013	October 2012	%	YTD 2013	YTD 2012	%
BMW Motorcycles	1,067	865	23.4	12,257	10,362	18.3

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.

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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