

# BMW Group

## U.S. Press Information

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### BMW Group U.S. Reports November 2013 Sales

- **BMW sales up 1.7 percent – Best November ever**
- **MINI sales down 12.8 percent**
- **BMW Motorcycle sales up 5.7 percent**

**Woodcliff Lake, NJ – December 3, 2013...** Year-to-date, the BMW Group U.S. (BMW and MINI combined) is up 9.2 percent on sales of 331,801 in the first eleven months of 2013 compared to 303,728 in the same period in 2012. In November, BMW Group U.S. sales (BMW and MINI combined) totaled 36,327 vehicles, a slight decrease of 0.4 percent from the 36,461 vehicles sold in the same month a year ago.

“Holiday shopping added fuel to our sales giving us the best November ever for BMW and the best year-to-date numbers ever for BMW, for MINI, for Pre-Owned, and for the BMW Group in the U.S.” said Ludwig Willisch, President and CEO, BMW of North America. “With availability improving on some of our most popular new models, the X5 and 4 Series in particular, we are looking forward to a record finish for the year.”

### BMW Brand Sales

Sales of BMW brand vehicles increased 1.7 percent in November for a total of 31,752 compared to 31,213 vehicles sold in November, 2012. Year-to-date, the BMW brand is up 11.4 percent on sales of 271,891 compared to 244,061 sold in the first eleven months of 2012, making this BMW brand’s best year to date ever.

In November, best performing vehicles included the 3 and 4 Series, which are up 22 percent to 13,148 units; and the X1 is up 13.2 percent to 2,364 units, with a year to date total of 23,771 units.

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**BMW Pre-Owned Vehicles**

In November, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 25.1 percent to 15,838 vehicles compared to the 12,657 vehicles sold in November, 2012. January through November, BMW used vehicle sales are up 10.6 percent on volume of 163,476 compared to 147,796 in the same period of 2012.

**MINI Brand Sales**

MINI USA reported sales of 4,575 automobiles, a decrease of 12.8 percent from the 5,248 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are up 0.4 percent on volume of 59,910 compared to 59,667 in the first eleven months of 2012.

**MINI Pre-Owned Vehicles**

In November, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported their best month ever on sales of 1,936 automobiles, an increase of 46.8 percent from the 1,319 automobiles sold in November, 2012. January through November, MINI used vehicle sales are up 21.3 percent on volume of 20,079 compared to 16,552 in the same period of 2012.

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

	November 2013	November 2012	%	YTD Nov 2013	YTD Nov 2012	%
<b>BMW brand</b>	<b>31,752</b>	<b>31,213</b>	<b>1.7</b>	<b>271,891</b>	<b>244,061</b>	<b>11.4</b>
BMW passenger cars	22,779	21,427	6.3	202,283	169,617	19.3
BMW light trucks	8,973	9,786	-8.3	69,608	74,444	-6.5
<b>MINI brand</b>	<b>4,575</b>	<b>5,248</b>	<b>-12.8</b>	<b>59,910</b>	<b>59,667</b>	<b>0.4</b>
<b>TOTAL Group</b>	<b>36,327</b>	<b>36,461</b>	<b>-0.4</b>	<b>331,801</b>	<b>303,728</b>	<b>9.2</b>

**BMW Motorrad Sales**

The BMW Motorrad USA dealer network sold 821 motorcycles in November, an increase of 5.7 percent from the 777 motorcycles sold in November 2012.

With 187 deliveries compared to 109 in November 2012, sales of F-Series middleweight machines increased by 72 percent with strong contributions from all models.

The award-winning R 1200 GSW drove R-Series growth of 41 percent with the water-cooled boxer once again the best selling BMW motorcycle in November with 165 units.

With year on year growth of 17.4 percent and 5 new models debuting on the 2013/14 IMS show circuit, BMW Motorrad shows no signs of closing the throttle on its 90<sup>th</sup> anniversary celebrations.

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

	November 2013	November 2012	%	YTD 2013	YTD 2012	%
<b>BMW Motorcycles</b>	<b>821</b>	<b>777</b>	<b>5.7</b>	<b>13,078</b>	<b>11,139</b>	<b>17.4</b>

### **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](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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