

BMW Group

U.S. Press Information

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BMW Group U.S. Reports December and 2013 Sales

- **BMW Group U.S. breaks all-time sales record**
- **BMW brand sets new record**
- **MINI brand sets new records**
- **BMW Motorcycle sales up 17.6 percent**

Woodcliff Lake, NJ – January 3, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported December sales of 43,981 vehicles, an increase of 0.3 percent from the 43,855 vehicles sold in the same month a year ago. At year end, the BMW Group (BMW and MINI combined) is up 8.1 percent on sales of 375,782 compared to 347,583 in 2012, a new record for the BMW Group U.S.

“Deep freeze and blizzards didn’t slow us down as BMW Group in the U.S. shattered previous sales records in 2013, including BMW and MINI brands individually,” said Ludwig Willisch, President and CEO, BMW of North America. “We are already picking up speed in 2014 with the new models we’ll show at Detroit in a week, then our sponsorship of Team USA at the Winter Olympics and that’s just the beginning.”

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BMW Brand Sales

Sales of BMW brand vehicles in December totaled 37,389 compared to 37,399 vehicles sold in December, 2012. For the year, the BMW brand is up 9.9 percent in 2013 on sales of 309,280 compared to 281,460 sold in 2012. BMW sales of 309,280 in 2013 smashed the previous record set in pre-recession 2007 (293,795).

In December, best performing vehicles included the 3 and 4 Series, up 55.8 percent to 16,737 units; and the 1 series up 37.3 percent to 1,039.

BMW Pre-Owned Vehicles – best year ever

In December, sales of BMW used vehicles (including certified pre-owned and pre-

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owned) increased 12 percent to 18,743 vehicles compared to the 16,728 vehicles sold in December, 2012. For 2013, BMW used vehicle sales are up 10.8 percent on volume of 182,219 compared to 164,524 in the same period of 2012.

MINI Brand Sales – best year and month ever

MINI USA reported the best December ever with sales of 6,592 automobiles, an increase of 2.1 percent from the 6,456 sold in the same month a year ago. For the year, MINI sales in the U.S. are up 0.6 percent to 66,502 compared to 66,123 in 2012, a new record.

MINI Pre-Owned Vehicles – best year ever

In December, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 1,954 automobiles, an increase of 25.1 percent from the 1,562 sold in December, 2012. For the year, MINI used vehicle sales are up 21.6 percent on volume of 22,033 compared to 18,114 in the same period of 2012.

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

	December 2013	December 2012	%	YTD Dec 2013	YTD Dec 2012	%
BMW brand	37,389	37,399	0.0	309,280	281,460	9.9
BMW passenger cars	31,007	25,467	21.7	233,290	195,093	19.6
BMW light trucks	6,382	11,923	-46.5	75,990	86,367	-12.0
MINI brand	6,592	6,456	2.1	66,502	66,123	0.6
TOTAL Group	43,981	43,855	0.3	375,782	347,583	8.1

BMW Motorrad Sales

The BMW Motorrad USA dealer network reported 1,101 motorcycles sold in December, an increase of 19.9 percent from the total of 918 motorcycles sold in December 2012.

On the back of this strong performance, BMW Motorrad finished 2013 with 14,179 retails, a 17.6 percent increase over 2012. This makes 2013 the second best year in Motorrad's history in the US. BMW Motorrad is already looking forward to an all-time record in 2014 with the introduction of 5 new models planned in the first quarter.

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

	December 2013	December 2012	%	YTD 2013	YTD 2012	%
BMW Motorcycles	1,101	918	19.9	14,179	12,057	17.6

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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