

BMW Group

U.S. Press Information

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BMW Group U.S. Reports January 2014 Sales

- **BMW brand sales up 10.5 percent**
- **MINI brand sales down 30.9 percent**
- **BMW Motorcycle sales down .5 percent**

Woodcliff Lake, NJ – February 3, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported January sales of 20,796 vehicles, an increase of 3 percent from the 20,195 vehicles sold in the same month a year ago.

“Coming right after an historic December, the January numbers are a momentum jump-start for 2014; a pace we expect to accelerate as the partnership between BMW and Team USA hits the air this weekend at the Sochi Olympics,” said Ludwig Willisch, President and CEO, BMW of North America. “During the Olympics, viewers will get a sense of the full breadth of the BMW model range with focus on the new X5, the 2 Series, the i3 and the i8 especially.”

BMW Brand Sales

Sales of BMW brand vehicles increased 10.5 percent in January for a total of 18,253 compared to 16,513 vehicles sold in January, 2013.

In January, best performing vehicles included the BMW 3 and 4 Series segment which increased 34.4 percent to 6,494 vehicles, the BMW 5 Series increased 26.5 percent to 3,269 vehicles, and the BMW 6 Series increased 19.6 percent to 507 vehicles.

BMW Pre-Owned Vehicles

In January, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 6.2 percent to 14,143 vehicles compared to the 13,322 vehicles sold in January, 2013.

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MINI Brand Sales

For January, MINI USA reports 2,543 automobiles, a decrease of 30.9 percent from the 3,682 sold in the same month a year ago. MINI USA is currently in transition from the current hardtop to the new model arriving in the second quarter.

MINI Pre-Owned Vehicles – Best January Ever

In January, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 1,881 automobiles, an increase of 22 percent from the 1,542 sold in January, 2013.

Table 1: Vehicle Sales BMW of North America, LLC, January 2014

	January 2014	January 2013	%	YTD Jan 2014	YTD Jan 2013	%
BMW brand	18,253	16,513	10.5	18,253	16,513	10.5
BMW passenger cars	12,418	10,044	23.6	12,418	10,044	23.6
BMW light trucks	5,835	6,469	-9.8	5,835	6,469	-9.8
MINI brand	2,543	3,682	-30.9	2,543	3,682	-30.9
TOTAL Group	20,796	20,195	3.0	20,796	20,195	3.0

BMW Motorrad Sales

BMW Motorrad USA reported sales of 591 motorcycles in January, a decrease of only 0.5 percent from the total of 597 motorcycles sold in January 2013 despite adverse weather across much of the country.

Table 2: Motorcycle Sales BMW of North America, LLC, January 2014

	January 2014	January 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	591	597	-0.5	591	597	-0.5

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 339 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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