

BMW Group

U.S. Press Information

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BMW Group U.S. Reports February 2014 Sales

- **BMW brand sales up 3.3 percent**
- **MINI brand sales down 42.8 percent**
- **BMW Motorcycle sales up 11 percent**

Woodcliff Lake, NJ – March 3, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported February sales of 24,476 vehicles, a decrease of 4.4 percent from the 25,613 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is down 1.2 percent on sales of 45,272 in the first two months of 2014 compared to 45,808 in the same period in 2013.

“The ferocious February winter in much of the country no doubt increased the desire for BMW SAV’s, but in keeping others away from the showrooms it is also building up future demand,” said BMW of North America President and CEO, Ludwig Willisch.

“The expanding range of BMW models, as seen during the Sochi Olympics, especially the new 4 Series Convertible and Gran Coupe, the new 2 Series, and the soon to arrive all-electric BMW i3, are among the good reasons to look forward to Spring.”

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BMW Brand Sales

Sales of BMW brand vehicles increased 3.3 percent in February for a total of 22,017 compared to 21,311 vehicles sold in February, 2013. Year-to-date, the BMW brand is up 6.5 percent on sales of 40,270 compared to 37,824 sold in the first two months of 2013.

In February, best performing vehicles included the BMW X1, up 57.2 percent to 2,329 vehicles, and the BMW X3, up 51.8 percent to 3,301 vehicles.

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BMW Pre-Owned Vehicles

In February, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 10.4 percent to 14,956 vehicles compared to the 13,544 vehicles sold in February, 2013. Year-to-date, the BMW brand is up 8.3 percent on sales of 29,099 compared to 26,866 sold in the first two months of 2013.

MINI Brand Sales

For February, MINI USA reports 2,459 automobiles, a decrease of 42.8 percent from the 4,302 sold in the same month a year ago. Year-to-date, MINI sales in the U.S. are down 37.3 percent on volume of 5,002 compared to 7,984 in the first two months of 2013. MINI USA is currently in transition from the current hardtop to the new model arriving in the second quarter.

MINI Pre-Owned Vehicles

In February, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 1,875 automobiles, an increase of 18.4 percent from the 1,583 sold in February, 2013. Year-to-date, MINI sales in the U.S. are up 20.2 percent on volume of 3,756 compared to 3,125 in the first two months of 2013.

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

	February 2014	February 2013	%	YTD Feb 2014	YTD Feb 2013	%
BMW brand	22,017	21,311	3.3	40,270	37,824	6.5
BMW passenger cars	15,458	14,731	4.9	27,876	24,775	12.5
BMW light trucks	6,559	6,580	-0.3	12,394	13,049	-5.0
MINI brand	2,459	4,302	-42.8	5,002	7,984	-37.3
TOTAL Group	24,476	25,613	-4.4	45,272	45,808	-1.2

BMW Motorrad Sales

Buoyed by the introductions of the all new R 1200 RT and R 1200 GS Adventure, BMW Motorrad USA reported sales of 935 motorcycles in February, an increase of 11.0 percent from the over February, 2013. Year to date, BMW Motorrad USA sales are up 6 percent to 1,526 units compared to 1,439 units in the first two months of 2013.

With the first release of 2 additional new models in March, the R nineT and the K 1600 GTL Exclusive, BMW Motorrad dealers are assured of a strong first quarter performance.

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

	February 2014	February 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	935	842	11.0	1,526	1,439	6.0

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 35 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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