

BMW Group

U.S. Press Information

For Release: April 1, 2014

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BMW Group U.S. Reports March 2014 Sales

- **BMW brand sales up 18.6 percent, best March ever**
- **MINI brand sales down 39.8 percent**
- **BMW Motorcycle sales up 2.8 percent**

Woodcliff Lake, NJ – April 1, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported March sales of 35,762 vehicles, an increase of 7.9 percent from the 33,149 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 2.6 percent on sales of 81,034 in the first three months of 2014 compared to 78,957 in the same period in 2013.

“You could almost feel the desire as March roared out with record-breaking numbers for BMW making for a strong start to the Spring season,” said Ludwig Willisch, President and CEO, BMW of North America. “New models from the 2 Series to the 4 Series to the X5 are gaining traction in the marketplace, and for MINI the months of drought will be ending as the new Hardtop is arriving and on its way to showrooms.”

BMW Brand Sales

Sales of BMW brand vehicles increased 18.6 percent in March for a total of 32,107 compared to 27,078 vehicles sold in March, 2013. Year-to-date, the BMW brand is up 11.5 percent on sales of 72,377 compared to 64,902 sold in the first three months of 2013.

In March, best performing vehicles included the 6 Series, up 249.3 percent to 3,063 units; the Z4, up 87.3 percent to 592 units; and the BMW X1, up 55.8 percent to 4,307 units.

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BMW Pre-Owned Vehicles – best month ever for Pre-Owned

In March, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 22.1 percent to 19,301 vehicles compared to 15,809 sold in March, 2013. Year-to-date, BMW used vehicles (including certified pre-owned and pre-owned) are up 13.4 percent on sales of 48,400 compared to 42,675 sold in the first three months of 2013.

MINI Brand Sales

For March, MINI USA reported 3,655 automobiles, a decrease of 39.8 percent from the 6,071 automobiles sold in the same month a year ago. Year to date, MINI USA reported a total of 8,657 automobiles, a decrease of 38.4 percent from the 14,055 automobiles sold in the first three months of 2013.

MINI Pre-Owned Vehicles – best month ever

In March, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 2,220 automobiles, an increase of 29 percent from the 1,721 automobiles sold in March, 2013. Year to date, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 5,976 automobiles, an increase of 23.3 percent from the 4,846 automobiles sold in the same three months of 2013.

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

	March 2014	March 2013	%	YTD Mar 2014	YTD Mar 2013	%
BMW brand	32,107	27,078	18.6	72,377	64,902	11.5
BMW passenger cars	23,211	19,761	17.5	51,087	44,536	14.7
BMW light trucks	8,896	7,317	21.6	21,290	20,366	4.5
MINI brand	3,655	6,071	-39.8	8,657	14,055	-38.4
TOTAL Group	35,762	33,149	7.9	81,034	78,957	2.6

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,567 motorcycles in March, an increase of 2.8 percent from the total of 1,525 motorcycles sold in March 2013.

Growth came principally from the R-Series thanks to the introduction of the all-new R nineT and recently launched R 1200 GS Adventure and R 1200 RT with 195, 179 and 165 retails respectively. Together with another impressive result from the R 1200 GSW, sales grew by 68 percent with a total of 782 boxer motorcycles delivered compared to 465 in 2013.

Despite extensive shipping delays as a result of the continued wintery weather on the east coast, March also saw the debut of the luxury K 1600 GTL Exclusive and dynamic S 1000 R with both models now reaching eager riders across the country.

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

	March 2014	March 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	1,567	1,525	2.8	3,093	2,964	4.4

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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