

# BMW Group

## U.S. Press Information

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**Contact:** Kenn Sparks  
Business Communications Manager  
BMW of North America, LLC  
(201) 307-4467 / Kenn.Sparks@bmwna.com

Diane Anton  
Business Communications Specialist  
BMW of North America, LLC  
(201) 307-3714 / Diane.Anton@bmwna.com

### BMW Group U.S. Reports April 2014 Sales

- **BMW brand sales up 8.5 percent**
- **MINI brand sales down 24.1 percent**
- **BMW Motorcycle sales up 41.9 percent**

**Woodcliff Lake, NJ – May 1, 2014...** The BMW Group in the U.S. (BMW and MINI combined) reported April sales of 29,592 vehicles, an increase of 2.0 percent from the 29,011 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 2.5 percent on sales of 110,626 in the first four months of 2014 compared to 107,968 in the same period in 2013.

### BMW Brand Sales

Sales of BMW brand vehicles increased 8.5 percent in April for a total of 25,202 compared to 23,225 vehicles sold in April, 2013. Year-to-date, the BMW brand is up 10.7 percent on sales of 97,579 compared to 88,127 sold in the first four months of 2013.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07675-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(201) 307-4000

Fax  
(201) 307-4095

Internet  
bmwgroupna.com

“April started and ended strong, which is not typical with spring break, holidays, and taxes due during the month,” said Ludwig Willisch, President and CEO, BMW of North America. “The increasing momentum including launch of new diesel models in the X3 and 7 Series and the first sales this month of the born-electric BMW i3 gives us considerable optimism for May and June.”

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In April, best performing vehicles included the 2 Series, up 16.1 percent to 727 units; the 3/4 Series, up 18.9 percent to 9,794 units; the X3 Sports Activity Vehicle (SAV), up 85.2 percent to 3,544 units; and the X5 SAV, up 27.6 percent to 4,393 units.

### **BMW Pre-Owned Vehicles**

In April, sales of BMW used vehicles (including certified pre-owned) increased 14.4 percent to 16,234 vehicles compared to 14,194 sold in April, 2013. Year-to-date, BMW used vehicles (including certified pre-owned) are up 13.7 percent on sales of 64,634 compared to 56,869 sold in the first four months of 2013.

### **MINI Brand Sales**

For April, MINI USA reported 4,390 automobiles, a decrease of 24.1 percent from the 5,786 automobiles sold in the same month a year ago. Year-to-date, MINI USA reported a total of 13,047 automobiles, a decrease of 34.2 percent from the 19,841 automobiles sold in the first four months of 2013.

### **MINI Pre-Owned Vehicles – best April ever**

In April, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 2,157 automobiles, an increase of 31.8 percent from the 1,637 automobiles sold in April, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 8,133 automobiles, an increase of 25.5 percent from the 6,483 automobiles sold in the same four months of 2013.

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

	April 2014	April 2013	%	YTD Apr 2014	YTD Apr 2013	%
<b>BMW brand</b>	<b>25,202</b>	<b>23,225</b>	<b>8.5</b>	<b>97,579</b>	<b>88,127</b>	<b>10.7</b>
BMW passenger cars	16,923	17,513	-3.4	68,010	62,049	9.6
BMW light trucks	8,279	5,712	44.9	29,569	26,078	13.4
<b>MINI brand</b>	<b>4,390</b>	<b>5,786</b>	<b>-24.1</b>	<b>13,047</b>	<b>19,841</b>	<b>-34.2</b>
<b>TOTAL Group</b>	<b>29,592</b>	<b>29,011</b>	<b>2.0</b>	<b>110,626</b>	<b>107,968</b>	<b>2.5</b>

### **BMW Motorrad Sales**

BMW Motorrad USA reported sales of 2,229 motorcycles in April, an all-time record

performance for the brand, representing an increase of 41.9 percent from the total of 1,571 motorcycles sold in April 2013.

The three new-for-2014 boxer models helped drive growth of 87 percent in R-Series with the new R 1200 GS Adventure the top-selling model in the month with 297 retails. Strong contributions from the R 1200 RT and R 1200 GS (both with 208 units) resulted in 913 boxer deliveries in April compared to 487 this time last year.

A steady flow of port arrivals ensured the all-new S 1000 R reached dealers across the country and with 158 retails, the new 4-cylinder roadster helped S-Series performance to climb by 43 percent with a total of 417 retails compared to 292 in April of 2013.

With G-Series entry level models up 62 percent, maxi-scooter sales up 44 percent and middleweight F-Series models up 21 percent, total sales in April smashed the previous all-time record of 2,003 units set in February of 2003.

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

	April 2014	April 2013	%	YTD 2014	YTD 2013	%
<b>BMW Motorcycles</b>	<b>2,229</b>	<b>1,571</b>	<b>41.9</b>	<b>5,322</b>	<b>4,535</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 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](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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