

Media Information  
13 May 2014

**Embargo 9:00 a.m. CEDT**

## **Record year continues for BMW Group in April**

April deliveries total 162,093, increase of 4.3%

Year-to-date sales rise 7.5% to 649,118

**Munich.** A total of 162,093 BMW, MINI and Rolls-Royce brand vehicles were delivered to customers in April, a rise of 4.3% on the same month last year (prev. yr. 155,427), making it the best April ever. Year-to-date Group sales climbed 7.5% to a new high, with 649,118 vehicles delivered in the first four months of the year (prev. yr. 603,631).

“The BMW Group achieved record sales in April, keeping us on track to achieve our aim of delivering our best ever year with more than two million vehicles sold in 2014”, said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. “I am particularly pleased that sales of our new BMW 2 and 4 Series cars are developing well, proving that these brand new models are appealing to our customers”, Robertson added. The BMW Group will launch a total of 16 new or revised models this year.

**BMW** enjoyed its best ever April with a total of 140,840 vehicles being delivered to customers (prev. yr. 130,604 / +7.8%). Sales for the year-to-date climbed 11.2% to 569,100 (prev. yr. 512,010). Deliveries of the BMW 2 Series, which has been in dealerships since March, reached 5,000 whilst the BMW 4 Series, which was launched on the market last October, has achieved sales of 25,859 in the first four months of the year. Sales of the BMW 3 Series grew steadily in the year-to-date, with 153,623 sold (prev. yr. 147,807 / +3.9%), as did BMW 5 Series sales, which rose 4.2% in the same period to reach 122,510 (prev. yr. 117,524). Deliveries of the BMW 6 Series jumped 19.4% (9,999 / prev. yr. 8,374).

The BMW X models continue to be strong growth drivers. Sales of the BMW X1 grew by 11.8% in the first four months of the year with 55,342 units sold (prev. yr. 49,517) and the BMW X3 experienced a similar rise with 53,098 new vehicles being delivered to customers so far in 2014 (prev. yr. 48,346 / +9.8%). The new BMW X5 also showed strong sales in the first four months, rising 20.8% to 42,753 (prev. yr. 35,383).

## Media Information

Date 13 May 2014

Subject **Record year continues for BMW Group in April**

Page 2

Sales of the BMW i3 continue to be strong with around 1,000 delivered in April, bringing total sales for the year-to-date to 2,996. Many of the vehicles built so far are currently being used as showroom models and for test drives. As the cars become increasingly available in the coming months, sales are expected to rise accordingly. Customer deliveries in the USA, a major market for the BMW i3, started end of April.

April saw 20,917 **MINI**s delivered to customers (prev. yr. 24,583/ -14.9%). Year-to-date sales are down 13.2% with 78,785 units sold (prev. yr. 90,739). This expected decrease in sales is due to the recent model change in the core model MINI Hatch. The strong interest customers are showing in the new MINI is expected to be reflected in the retail figures from summer onwards.

The BMW Group increased sales in all three major sales regions in the first four months of 2014, in line with the strategy of balanced sales worldwide.

Deliveries of BMW and MINI models in Asia increased by 20.6% to 209,558 vehicles (prev. yr. 173,738) in the year-to-date. In mainland China, sales rose 25.2% to 145,716 (prev. yr. 116,381). Sales were also strong in South Korea, where 14,097 vehicles have been delivered in the first four months of the year (prev. yr. 11,990 / +17.6%). Japan saw growth of 15.0% in the same period, with 21,510 vehicles delivered to customers (prev. yr. 18,707).

In the Americas, a total of 135,827 BMW and MINI vehicles were delivered to customers year-to-date (prev. yr. 132,865 / +2.2%). In the USA, sales for the first four months of 2014 rose 2.5%, with a total of 110,626 vehicles delivered to customers (prev. yr. 107,968). Sales in Brazil in the same period climbed 23.3% to 5,586 (prev. yr. 4,531) and deliveries in Mexico rose by 13.7%, with a total of 4,610 vehicles delivered to customers (prev. yr. 4,056).

The European market continues to show signs of recovery with a total of 283,702 BMW and MINI models delivered in the first four months of the year (prev. yr. 277,095 / +2.4%).

## Media Information

Date 13 May 2014

Subject **Record year continues for BMW Group in April**

Page 3

Sales in Scandinavia are growing significantly in 2014, climbing 20.8% in the year-to-date to 14,363 vehicles (prev. yr. 11,893).

Following its record result for the first quarter, **BMW Motorrad** sales continue to grow strongly. In April, a total of 16,344 Motorcycles and Maxi-Scooters were delivered to customers (prev. yr. 14,587/ +12.0%). That makes April the most successful single month in the company's history. Year-to-date sales at BMW Motorrad rose 14.6% to 45,063 units (prev.yr. 39,319).

**BMW Group sales in April 2014 at a glance**

	<b>In April 2014</b>	<b>Compared with previous year</b>	<b>Up to/including April 2014</b>	<b>Compared with previous year</b>
<b>BMW Group Automobiles</b>	162,093	+4.3%	649,118	+7.5%
<b>BMW</b>	140,840	+7.8%	569,100	+11.2%
<b>MINI</b>	20,917	-14.9%	78,785	-13.2%
<b>BMW Motorrad</b>	16,344	+12.0%	45,063	+14.6%

If you have any queries, please contact:

**Corporate Communications**

Emma Begley, Business and Finance Communications, [emma.begley@bmwgroup.com](mailto:emma.begley@bmwgroup.com)  
Telephone: +49 89 382-72200, Fax +49 89 382-24418

Nikolai Glies, Head of Business, Finance and Sustainability Communications, [nikolai.glies@bmw.de](mailto:nikolai.glies@bmw.de)  
Telephone: +49 89 382-24544, Fax: +49 89 382-24418

Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [presse@bmw.de](mailto:presse@bmw.de)

**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was € 7.82 billion on revenues amounting to € 76.85 billion. As of 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.



Media Information

Date 13 May 2014

Subject **Record year continues for BMW Group in April**

Page 4

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>