

BMW Group

U.S. Press Information

For Release: June 3, 2014

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

BMW Group U.S. Reports May 2014 Sales

- **Record May for BMW Brand**
- **BMW i3 charges into the market**
- **Strong recovery for MINI brand**

Woodcliff Lake, NJ – June 3, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported May sales of 35,331 vehicles, an increase of 13.3 percent from the 31,174 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 4.9 percent on sales of 145,957 in the first five months of 2014 compared to 139,142 in the same period in 2013.

BMW Brand Sales – Best May Ever

Sales of BMW brand vehicles increased 17.3 percent in May for a total of 29,602 compared to 25,230 vehicles sold in May, 2013. Year-to-date, the BMW brand is up 12.2 percent on sales of 127,181 compared to 113,357 sold in the first five months of 2013. The BMW i3 is now in customer hands with initial deliveries in its first month on sale totaling 336.

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

In May, BMW SAV's led the way into the summer months with an increase of 80.6 percent from May 2013 and 25.5 percent for year-to-date. In particular, the BMW X5 is up 58.7 percent from May 2013.

"The record numbers in May for BMW show the path we want to travel in 2014, especially now that the electric i3 is hitting the road," said Ludwig Willisch, President and CEO, BMW of North America. "This will be the summer of BMW with the new M3 and M4 on sale this month and the new X4 and 4 Series Gran Coupe coming in July."

- more -



BMW Pre-Owned Vehicles

In May, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 14.1 percent to 18,064 vehicles compared to the 15,831 vehicles sold in May, 2013. Year-to-date, BMW used vehicles (including certified pre-owned) are up 13.8 percent on sales of 82,698 compared to 72,700 sold in the first five months of 2013.

MINI Brand Sales

For May, MINI USA reported sales of 5,729 automobiles, a decrease of 3.6 percent from the 5,944 sold in the same month a year ago. (The new MINI Hardtop is now fully available nationwide.) Year-to-date, MINI USA reported a sales total of 18,776 automobiles, a decrease of 27.2 percent from the 25,785 automobiles sold in the first five months of 2013.

MINI Pre-Owned Vehicles – Best Month Ever

In May, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 2,282 automobiles, an increase of 16.2 percent from the 1,964 sold in May, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 10,415 automobiles, an increase of 23.3 percent from the 8,447 automobiles sold in the same five months of 2013.

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

	May 2014	May 2013	%	YTD May 2014	YTD May 2013	%
BMW brand	29,602	25,230	17.3	127,181	113,357	12.2
BMW passenger cars	19,237	19,491	-1.3	87,247	81,540	7.0
BMW light trucks	10,365	5,739	80.6	39,934	31,817	25.5
MINI brand	5,729	5,944	-3.6	18,776	25,785	-27.2
TOTAL Group	35,331	31,174	13.3	145,957	139,142	4.9

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,701 motorcycles in May, a decrease of 6.0 percent from the total of 1,809 motorcycles sold in May 2013.

The three new-for-2014 boxer models fuelled growth of 38 percent in R-Series with the R 1200 GS Adventure the top-selling model in the month with 233 retails. With 227 and 197 units respectively, the R 1200 RT and R 1200 GS also contributed strongly, together with 188 sales of the new R nineT roadster, resulting in 930 boxer deliveries in May compared to 675 in May of last year.

With 311 retails compared to 266 last year, S-Series performance increased by 17 percent with the HP4 up 22 percent in the month with 50 deliveries compared to 41 in May of 2013.

Despite uncertain market conditions, BMW Motorrad continues to perform ahead of last year, up 10.7 percent after five months.

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

	May 2014	May 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	1,701	1,809	-6.0	7,023	6,344	10.7

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 and X4 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, 120 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.

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.

#