

BMW Group

U.S. Press Information

For Release: July 1, 2014

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

BMW Group U.S. Reports June 2014 Sales

- **BMW brand sales up 11.5 percent**
- **MINI brand sales down 18.2 percent**
- **BMW Motorcycle sales down 3.4 percent**

Woodcliff Lake, NJ – July 1, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported June sales of 35,577 vehicles, an increase of 5.7 percent from the 33,645 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 5.1 percent on sales of 181,534 in the first half of 2014 compared to 172,787 in the same period in 2013.

BMW Brand Sales - Best First Half Ever

Sales of BMW brand vehicles increased 11.5 percent in June for a total of 30,201 compared to 27,074 vehicles sold in June, 2013. Year-to-date, the BMW brand is up 12.1 percent on sales of 157,382 compared to 140,431 sold in the first half of 2013.

“The June and first-half results prove again that customer demand is solid and stronger than many have thought and we fully expect confidence and demand to stay strong through the end of the year,” said Ludwig Willisch, President and CEO, BMW of North America. “I am particularly pleased with the results for our 2 and 4 Series models; these are driving machines at the core of the BMW brand.”

BMW Pre-Owned Vehicles

In June, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 10.0 percent to 15,241 vehicles compared to the 13,859 vehicles sold in June 2013. Year-to-date, BMW used vehicles (including certified pre-owned) are up 13.1 percent on sales of 97,939 compared to 86,559 sold in the first half 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

- more -



MINI Brand Sales

For June, MINI USA reported 5,376 automobiles, a decrease of 18.2 percent from the 6,571 automobiles sold in the same month a year ago. Year-to-date, MINI USA reported a sales total of 24,152 automobiles, a decrease of 25.4 percent from the 32,356 automobiles sold in the first half of 2013.

MINI Pre-Owned Vehicles

In June, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 1,924 automobiles, an increase of 2.5 percent from the 1,877 automobiles sold in June, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 12,339 automobiles, an increase of 19.5 percent from the 10,324 automobiles sold in the first half of 2013.

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

	June 2014	June 2013	%	YTD June 2014	YTD June 2013	%
BMW brand	30,201	27,074	11.5	157,382	140,431	12.1
BMW passenger cars	23,557	20,396	15.5	110,804	101,936	8.7
BMW light trucks	6,644	6,678	-0.5	46,578	38,495	21.0
MINI brand	5,376	6,571	-18.2	24,152	32,356	-25.4
TOTAL Group	35,577	33,645	5.7	181,534	172,787	5.1

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,327 motorcycles in June, a decrease of 3.4 percent from the total of 1,374 motorcycles sold in June 2013.

The R 1200 GS was the brand's best selling model with 190 units, helping drive growth of 7 percent in R-Series models with 517 boxer deliveries in June compared to 482 in June of last year.

With 290 retails compared to 202 last year, S-Series performance increased by 44 percent with the HP4 up 168 percent in the month with 58 deliveries compared to 22 in June of 2013.

BMW Motorrad continues to perform ahead of last year, up 8.2 percent after 6 months.

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

	June 2014	June 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	1,327	1,374	-3.4	8,350	7,718	8.2

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.

#