

BMW Group

U.S. Press Information

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BMW Group U.S. Reports July 2014 Sales

- **BMW brand sales up 9.8 percent – best July ever**
- **MINI brand sales down 2.3 percent**
- **BMW Motorcycle sales down 3.3**

Woodcliff Lake, NJ – August 1, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported July sales of 32,220 vehicles, an increase of 7.4 percent from the 29,993 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 5.4 percent on sales of 213,754 in the first seven months of 2014 compared to 202,780 in the same period in 2013.

BMW Brand Sales – Best July Ever

Sales of BMW brand vehicles increased 9.8 percent in July for a total of 26,409 compared to 24,043 vehicles sold in July, 2013. Year-to-date, the BMW brand is up 11.7 percent on sales of 183,791 compared to 164,474 sold in the first seven months of 2013.

“The sales momentum that’s been building all year reached its year-to-date peak in July, setting a new BMW record for the month,” said Ludwig Willisch, President and CEO, BMW of North America. “There’s certainly more to come, especially with the new X4 and 4 Series Gran Coupe now hitting the market and our revolutionary hybrid-electric BMW i8 on the horizon.”

BMW Pre-Owned Vehicles

In July, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 12.6 percent to 16,884 vehicles compared to the 14,994 vehicles sold in July, 2013. Year-to-date, BMW used vehicles (including certified pre-owned) are up

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13.1 percent on sales of 114,823 compared to 101,553 sold in the first seven months of 2013.

MINI Brand Sales

For July, MINI USA reports 5,811 automobiles, a decrease of 2.3 percent from the 5,950 sold in the same month a year ago. Year-to-date, MINI USA reported a sales total of 29,963 automobiles, a decrease of 21.8 percent from the 38,306 automobiles sold in the first seven months of 2013.

MINI Pre-Owned Vehicles – Best July Ever

In July, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 2,115 automobiles, an increase of 7.1 percent from the 1,974 sold in July, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 14,454 automobiles, an increase of 17.5 percent from the 12,298 automobiles sold in the first seven months of 2013.

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

	July 2014	July 2013	%	YTD July 2014	YTD July 2013	%
BMW brand	26,409	24,043	9.8	183,791	164,474	11.7
BMW passenger cars	21,225	19,058	11.4	132,029	120,994	9.1
BMW light trucks	5,184	4,985	4.0	51,762	43,480	19.0
MINI brand	5,811	5,950	-2.3	29,963	38,306	-21.8
TOTAL Group	32,220	29,993	7.4	213,754	202,780	5.4

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,301 motorcycles in July, a decrease of 3.3 percent from the total of 1,346 motorcycles sold in July 2013.

The R 1200 GS was the brand's best selling model with 162 units, closely followed by the S 1000 RR with 135 retails. The new for 2014 R 1200 GS Adventure also featured strongly, outselling its predecessor by 2%, with 132 deliveries compared to 129 in July of last year.

With 275 retails compared to 163 last year, S-Series performance increased by 69% thanks to the arrival of the final production of the HP4 with 73 deliveries in the month.

Despite a static market, BMW Motorrad remains ahead of last year, up 6.5% after 7 months.

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

	July 2014	July 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	1,301	1,346	-3.3	9,651	9,064	6.5

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.

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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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