

BMW Group

U.S. Press Information

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BMW Group U.S. Reports August 2014 Sales

- **BMW brand sales up 11.0 percent – Best August Ever**
- **MINI brand sales down 16.9 percent**
- **BMW Motorcycle sales down 6.0 percent**

Woodcliff Lake, NJ – September 3, 2014... The BMW Group in the U.S. (BMW and MINI combined) reported August sales of 32,220 vehicles, an increase of 5.5 percent from the 30,546 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 245,974 in the first eight months of 2014 compared to 233,326 in the same period in 2013.

BMW Brand Sales – Best August Ever

Sales of BMW brand vehicles increased 11.0 percent in August for a total of 27,214 compared to 24,523 vehicles sold in August, 2013. Year-to-date, the BMW brand is up 11.6 percent on sales of 211,005 compared to 188,997 sold in the first eight months of 2013.

“August - and Labor Day in particular – not only mean the end of summer but they’re also the transition to the very important selling season in the final four months of the year and the strong results posted by both new and pre-owned BMW are the best indicator of what we can expect,” said Ludwig Willisch, President and CEO, BMW of North America. “Topping 200,000 sales in the U.S. in the first eight months of this year is our new benchmark and I’m especially pleased to see the results for our born-electric BMW i3 and we look forward to the sales launch of the new M4 Convertible next month.”

To see and hear more of Ludwig Willisch's perspective on the August sales results, [click here](#).

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BMW Pre-Owned Vehicles – Best August Ever

In August, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 15.6 percent to 19,318 vehicles compared to the 16,706 vehicles sold in August, 2013. Year-to-date, BMW used vehicles (including certified pre-owned and pre-owned) are up 13.4 percent on sales of 134,141 compared to 118,259 sold in the first eight months of 2013.

MINI Brand Sales

For August, MINI USA reports 5,006 automobiles, a decrease of 16.9 percent from the 6,023 sold in the same month a year ago. Year-to-date, MINI USA reported a sales total of 34,969 automobiles, a decrease of 21.1 percent from the 44,329 automobiles sold in the first eight months of 2013.

MINI Pre-Owned Vehicles – Best Month Ever

In August, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 2,561 automobiles, an increase of 17.4 percent from the 2,182 sold in August, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 17,015 automobiles, an increase of 17.5 percent from the 14,480 automobiles sold in the first eight months of 2013.

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

	August 2014	August 2013	%	YTD August 2014	YTD August 2013	%
BMW brand	27,214	24,523	11.0	211,005	188,997	11.6
BMW passenger cars	21,321	19,483	9.4	153,350	140,477	9.2
BMW light trucks	5,893	5,040	16.9	57,655	48,520	18.8
MINI brand	5,006	6,023	-16.9	34,969	44,329	-21.1
TOTAL Group	32,220	30,546	5.5	245,974	233,326	5.4

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,101 motorcycles in August, a decrease of 6.0 percent from the total of 1,171 motorcycles sold in August 2013.

The go-anywhere R 1200 GS was once again the brand's best selling model with 135 units sold in the month and with the new for 2014 R 1200 GS Adventure and R nineT also featuring strongly, R-Series sales increased by 7 percent over 2013 with 398 bikes delivered compared to 372 a year ago.

Thanks to improved availability of the exotic HP4, S-Series volumes grew by 57 percent with 231 units delivered compared to 147 last year.

BMW Motorrad continues to perform ahead of last year, up 5.1 percent after 8 months and with the imminent arrival of model year 2015 machines, is now ideally situated to take advantage of improved availability on several high-demand models that have been constrained throughout the summer.

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

	August 2014	August 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	1,101	1,171	-6.0	10,752	10,235	5.1

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.

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