

BMW Group

U.S. Press Information

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BMW Group U.S. Reports October 2014 Sales

- **BMW brand sales up 11 percent – Best October Ever**
- **MINI brand sales down 7 percent**
- **BMW Motorcycle sales up 13.9 percent**

Woodcliff Lake, NJ – November 3, 2014... Sales of BMW brand vehicles increased 11 percent in October for a total of 30,602 compared to 27,574 vehicles sold in October, 2013. Year-to-date, the BMW brand is up 12 percent on sales of 267,193 compared to 238,469 sold in the first ten months of 2013.

“The momentum is still with us as shown by back-to-back monthly records for BMW in October and September,” said Ludwig Willisch, President and CEO, BMW of North America. “Our new models, especially the 2 and 4 Series, are giving BMW a great boost as we head into the final two months of the year but I am also very pleased to see our born-electric BMW i3 doing so well, averaging a thousand per month in sales after only four months on the market.”

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

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BMW Group Sales

The BMW Group in the U.S. (BMW and MINI combined) reported October sales of 35,902 vehicles, an increase of 7.9 percent from the 33,274 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 6.1 percent on sales of 311,681 in the first ten months of 2014 compared to 293,804 in the same period in 2013.

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BMW Pre-Owned Vehicles

In October, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased slightly, by 1.5 percent, to 15,272 vehicles compared to the 15,502 vehicles sold in October, 2013. Year-to-date, BMW used vehicles (including certified pre-owned and pre-owned) are up 11.4 percent on sales of 164,455 compared to 147,638 sold in the first ten months of 2013.

MINI Brand Sales

For October, MINI USA reports 5,300 automobiles sold, a decrease of 7 percent from the 5,700 sold in the same month a year ago. Year-to-date, MINI USA reported a sales total of 44,488 automobiles, a decrease of 19.6 percent from the 55,335 automobiles sold in the first ten months of 2013.

MINI Pre-Owned Vehicles

In October, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 1,889 automobiles, a decrease of 3.7 percent from the 1,962 sold in October, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 20,954 automobiles, an increase of 15.5 percent from the 18,143 automobiles sold in the first ten months of 2013.

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

	Oct. 2014	Oct. 2013	%	YTD Oct. 2014	YTD Oct. 2013	%
BMW brand	30,602	27,574	11.0	267,193	238,469	12.0
BMW passenger cars	25,261	22,100	14.3	197,592	177,834	11.1
BMW light trucks	5,341	5,474	-2.4	69,601	60,635	14.8
MINI brand	5,300	5,700	-7.0	44,488	55,335	-19.6
TOTAL Group	35,902	33,274	7.9	311,681	293,804	6.1

BMW Motorrad Sales

BMW Motorrad USA reported sales of 1,215 motorcycles in October, a new high watermark for the brand for the month of October and an increase of 13.9 percent above the total of 1,067 motorcycles sold in October 2013.

The award winning R 1200 RT was the best selling model with 215 units sold in the month and the new for 2014 R 1200 GS Adventure and R nineT also featured strongly,

with 157 and 118 units respectively. R-Series sales increased by 44% over 2013 with 646 bikes delivered compared to 448 a year ago.

The new-for-2014 S 1000 R naked superbike helped grow S-Series volumes by 42% with 201 units delivered to customers in September compared to 142 last year.

BMW Motorrad continues to perform ahead of last year, up 5.1% after 10 months.

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

	October 2014	October 2013	%	YTD 2014	YTD 2013	%
BMW Motorcycles	1,215	1,067	13.9	12,881	12,257	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, 140 BMW motorcycle retailers, 121 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.