

# BMW Group

## U.S. Press Information

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### BMW Group U.S. Reports November 2014 Sales

- **BMW brand sales down 2.3 percent**
- **MINI brand sales up 9.5 percent**
- **BMW Motorcycle sales up 1.5 percent**

**Woodcliff Lake, NJ – December 2, 2014...** Sales of BMW brand vehicles decreased 2.3 percent in November for a total of 31,019 compared to 31,752 vehicles sold in November, 2013. Year-to-date, the BMW brand is up 9.7 percent on sales of 298,212 compared to 271,891 sold in the first eleven months of 2013.

“The traffic in our showrooms was very strong in November, especially over the Thanksgiving weekend, and I expect that momentum to continue in December and carry us to an all-time sales record at the end of 2014,” said Ludwig Willisch, President and CEO, BMW of North America. “I am especially pleased to see MINI moving forward as availability of the new models improves. On the BMW side, the new X6 joins the U.S. model lineup this month adding even more breadth to what I regard as the best BMW model range ever.”

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To see and hear more of Ludwig Willisch's perspective on the November sales and the remaining weeks of 2014, [click here](#).

### BMW Group Sales

The BMW Group in the U.S. (BMW and MINI combined) reported November sales of 36,028 vehicles, a decrease of 0.8 percent from the 36,327 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 4.8 percent on sales of 347,709 in the first eleven months of 2014 compared to 331,801 in the same period of 2013.

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### **BMW Pre-Owned Vehicles**

In November, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased slightly, by 3.1 percent, to 15,353 vehicles compared to the 15,838 vehicles sold in November, 2013. Year-to-date, BMW used vehicles (including certified pre-owned and pre-owned) are up 10.0 percent on sales of 179,808 compared to 163,476 sold in the first eleven months of 2013.

### **MINI Brand Sales**

For November, MINI USA reports 5,009 automobiles sold, an increase of 9.5 percent from the 4,575 sold in the same month a year ago. Year-to-date, MINI USA reported a sales total of 49,497 automobiles, a decrease of 17.4 percent from the 59,910 automobiles sold in the first eleven months of 2013.

### **MINI Pre-Owned Vehicles**

In November, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 1,728 automobiles, a decrease of 10.7 percent from the 1,936 sold in November, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 22,682 automobiles, an increase of 13.0 percent from the 20,079 automobiles sold in the first eleven months of 2013.

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

	Nov. 2014	Nov. 2013	%	YTD Nov. 2014	YTD Nov. 2013	%
<b>BMW brand</b>	<b>31,019</b>	<b>31,752</b>	<b>-2.3</b>	<b>298,212</b>	<b>271,891</b>	<b>9.7</b>
BMW passenger cars	23,331	22,779	2.4	220,923	202,283	9.2
BMW light trucks	7,688	8,973	-14.3	77,289	69,608	11.0
<b>MINI brand</b>	<b>5,009</b>	<b>4,575</b>	<b>9.5</b>	<b>49,497</b>	<b>59,910</b>	<b>-17.4</b>
<b>TOTAL Group</b>	<b>36,028</b>	<b>36,327</b>	<b>-0.8</b>	<b>347,709</b>	<b>331,801</b>	<b>4.8</b>

### **BMW Motorrad Sales**

BMW Motorrad USA celebrated the Holidays in style, reporting sales of 833 motorcycles in November, an increase of 1.5 percent above the total of 821 motorcycles sold in November 2013.

The new-for-2014 R 1200 GS Adventure was the best performing model in the month with 140 deliveries, helping drive growth of 66% in R-Series sales with 475 boxers sold compared to 287 a year ago.

BMW Motorrad continues to perform ahead of last year, up 4.9% after 11 months and remains on track to establish a new all-time record volume for the brand in the United States in 2014.

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

	November 2014	November 2013	%	YTD 2014	YTD 2013	%
<b>BMW Motorcycles</b>	<b>833</b>	<b>821</b>	<b>1.5</b>	<b>13,714</b>	<b>13,078</b>	<b>4.9</b>

### **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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 140 BMW motorcycle retailers, 122 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](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).