

# **BMW Group**

## **U.S. Press Information**

**For Release:** January 5, 2015

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

### **BMW Group U.S. Reports December and 2014 Sales**

- **BMW Group U.S. breaks sales record**
- **BMW brand sets new sales record**
- **MINI brand sets new December record**
- **BMW Motorcycle sales up 5.4 percent**

**Woodcliff Lake, NJ – January 5, 2015...** The BMW Group in the U.S. (BMW and MINI combined) reported December sales of 48,141 vehicles, an increase of 9.5% percent from the 43,981 vehicles sold in the same month a year ago. At year end, the BMW Group (BMW and MINI combined) is up 5.3 percent on sales of 395,850 compared to 375,782 in 2013, a new record for the BMW Group U.S.

“The record result in 2014 for BMW proves that solid growth is still possible when you have the right products that provide good value for the customer,” said Ludwig Willisch, President and CEO, BMW of North America. “The increases across the BMW line make us optimistic about what’s possible in 2015. I am also very glad to see that MINI set a new sales record in December and I have no doubt MINI will have a great year now that the new models are becoming available.”

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

For additional perspective from Ludwig Willisch on the 2014 sales year and the outlook for 2015 click [here](#).

### **BMW Brand Sales**

Sales of BMW brand vehicles in December totaled 41,526 compared to 37,389 vehicles sold in December, 2013. For the year, the BMW brand is up 9.8 percent in

- more -



2014 on sales of 339,738 compared to 309,280 sold in 2013. The new total smashes the previous sales record set in 2013 (309,280).

In December, best performing vehicles included the 3 and 4 Series, up 16.3 percent to 19,464 units. In the SAV category, the popular X5 was up 18.1 percent for the year to 47,031 units.

### **BMW Pre-Owned Vehicles – best year**

In December, sales of BMW used vehicles (including certified pre-owned and pre-owned) decreased 8.6 percent to 17,122 vehicles compared to the 18,743 vehicles sold in December, 2013. For the whole of 2014, BMW used vehicle sales set a new record, up 8.1 percent on volume of 196,930 compared to 182,219 in the same period of 2014.

### **MINI Brand Sales – best December**

MINI USA reported its best December with sales of 6,615 automobiles, an increase of .3 percent from the 6,592 sold in the same month a year ago. For the year, MINI sales in the U.S. are down 15.6 percent to 56,112 compared to 66,502 in 2013.

### **MINI Pre-Owned Vehicles – best year and month**

In December, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 2,083 automobiles, an increase of 6.6 percent from the 1,954 sold in December, 2013. For the year 2014, MINI used vehicle sales are up 12.4 percent on volume of 24,765 compared to 22,033 in the same period of 2013.

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

	December 2014	December 2013	%	YTD Dec 2014	YTD Dec 2013	%
<b>BMW brand</b>	<b>41,526</b>	<b>37,389</b>	<b>11.1</b>	<b>339,738</b>	<b>309,280</b>	<b>9.8</b>
BMW passenger cars	31,355	31,007	1.1	252,278	233,290	8.1
BMW light trucks	10,171	6,382	59.4	87,460	75,990	15.1
<b>MINI brand</b>	<b>6,615</b>	<b>6,592</b>	<b>0.3</b>	<b>56,112</b>	<b>66,502</b>	<b>-15.6</b>
<b>TOTAL Group</b>	<b>48,141</b>	<b>43,981</b>	<b>9.5</b>	<b>395,850</b>	<b>375,782</b>	<b>5.3</b>

### **BMW Motorrad Sales**

BMW Motorrad USA closed the 2014 year in style, reporting sales of 1,232 motorcycles in December, an increase of 11.9 percent above the total of 1,101 motorcycles sold in December 2013.

The new-for-2014 R 1200 RT was the best performing model in the month with 207 deliveries, helping drive growth of 17% in R-Series sales with 477 boxers sold compared to 408 a year ago.

A further 202 retails of the S 1000 RR drove growth of 80% in S-Series with 254 units sold compared to 141 in December 2013.

As a result, BMW Motorrad finished on 14,945 retails, the best performance in more than decade and 5.4% ahead of last year. With an energized dealer network and three new models debuting in January, BMW Motorrad is well positioned to start 2015 with a bang.

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

	December 2014	December 2013	%	YTD Dec 2014	YTD Dec 2013	%
<b>BMW Motorcycles</b>	<b>1,232</b>	<b>1,101</b>	<b>11.9</b>	<b>14,945</b>	<b>14,179</b>	<b>5.4</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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 147 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.

# # #

**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusnews.com](http://www.bmwgroupusnews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

# # #