

BMW Group

U.S. Press Information

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BMW Group U.S. Reports January 2015 Sales

- **BMW brand sales up 4.0 percent**
- **MINI brand sales up 26.9 percent**
- **BMW Motorcycle sales up 11.8 percent**

Woodcliff Lake, NJ – February 3, 2015... Sales of BMW brand vehicles increased 4.0 percent in January for a total of 18,981 compared to 18,253 vehicles sold in January, 2014.

“Coming after a record December and a record 2014 year-end result, the January numbers are a solid start for the new year and I am confident the trend will accelerate in the months ahead,” said Ludwig Willisch, President and CEO, BMW of North America. “I am especially pleased that MINI is again showing its strength as availability of its new models improves.”

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

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In January, notable vehicles sales included the BMW 3 and 4 series which increased 13.2 percent to 7,348 vehicles, the BMW 7 series increased 10.8 percent to 637 vehicles and the BMW X5 increased 16.7 percent to 3,214 vehicles.

BMW Group Sales

The BMW Group in the U.S. (BMW and MINI combined) reported January sales of 22,209 vehicles, an increase of 6.8 percent from the 20,796 vehicles sold in the same month a year ago.

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BMW Pre-Owned Vehicles

In January, sales of BMW used vehicles (including certified pre-owned) increased slightly, by 3.0 percent, to 14,564 vehicles compared to the 14,143 vehicles sold in January, 2014.

MINI Brand Sales

For January, MINI USA reports 3,228 automobiles sold, an increase of 26.9 percent from the 2,543 sold in the same month a year ago.

MINI Pre-Owned Vehicles

In January, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 1,824 automobiles, a decrease of 3.0 percent from the 1,881 sold in January, 2014.

Table 1: Vehicle Sales BMW of North America, LLC, January 2015

	Jan. 2015	Jan. 2014	%	YTD Jan. 2015	YTD Jan. 2014	%
BMW brand	18,981	18,253	4.0	18,981	18,253	4.0
BMW passenger cars	13,597	12,418	9.5	13,597	12,418	9.5
BMW light trucks	5,384	5,835	-7.7	5,384	5,835	-7.7
MINI brand	3,228	2,543	26.9	3,228	2,543	26.9
TOTAL Group	22,209	20,796	6.8	22,209	20,796	6.8

BMW Motorrad Sales

BMW Motorrad USA started the New Year with a healthy sales growth, reporting an increase of 11.8 percent in January with 661 motorcycles sold compared to the 591 sold in January 2014.

The R 1200 GS Adventure was the best performing model in the month with 126 deliveries and, boosted by the launch of the new-for-2015 R 1200 R, helped drive growth of 61% in R-Series sales with 391 total boxers sold compared to 243 a year ago.

The release of the all-new S 1000 RR also drove increased performance of S-Series models with sales up 6% with 110 units sold compared to 104 in January of 2014.

BMW Motorrad continues to find a larger customer base as a result of an expanding model range and, with 3 further new models primed for launch in the first half of the year, looks well placed to build on a promising start to 2015.

Table 2: Motorcycle Sales BMW of North America, LLC, January 2015

	January 2015	January 2014	%	YTD 2015	YTD 2014	%
BMW Motorcycles	661	591	11.8	661	591	11.8

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.

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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.