

# BMW Group

## U.S. Press Information

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### BMW Group U.S. Reports February 2015 Sales

- **BMW brand up 14.5 percent, sets February sales record**
- **MINI brand sales up 51.3 percent**
- **BMW Motorcycle sales decrease 12.0 percent**

**Woodcliff Lake, NJ – March 3, 2015...** Sales of BMW brand vehicles increased 14.5 percent in February for a total of 25,201 compared to 22,017 vehicles sold in February, 2014.

“In spite of ferocious cold and mountains of snow in so much of the country in February, our customers proved they could overcome and made it possible for BMW to post a new record for February sales,” said Ludwig Willisch, President and CEO, BMW of North America. “Improved availability of the always popular X5 and the strong and growing interest in our 2 and 4 Series cars are good indicators of what’s ahead.”

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

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In February, notable vehicles sales included the BMW i3 with sales of 1,089 vehicles, the BMW X5 increased 42.5 percent to 4,149 vehicles and BMW 6 series which increased 122.1 percent to 1,237 vehicles.

### BMW Group Sales

The BMW Group in the U.S. (BMW and MINI combined) reported February sales of 28,921 vehicles, an increase of 18.2 percent from the 24,476 vehicles sold in the same month a year ago.

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**BMW Pre-Owned Vehicles**

In February, sales of BMW used vehicles (including certified pre-owned) increased slightly, by 1.3 percent, to 15,157 vehicles compared to the 14,956 vehicles sold in February, 2014.

**MINI Brand Sales**

For February, MINI USA reports 3,720 automobiles sold, an increase of 51.3 percent from the 2,459 sold in the same month a year ago.

**MINI Pre-Owned Vehicles**

In February, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 1,827 automobiles, a decrease of 2.6 percent from the 1,875 sold in February, 2014.

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

	Feb. 2015	Feb. 2014	%	YTD Feb. 2015	YTD Feb. 2014	%
<b>BMW brand</b>	<b>25,201</b>	<b>22,017</b>	<b>14.5</b>	<b>44,182</b>	<b>40,270</b>	<b>9.7</b>
BMW passenger cars	17,059	15,458	10.4	30,656	27,876	10.0
BMW light trucks	8,142	6,559	24.1	13,526	12,394	9.1
<b>MINI brand</b>	<b>3,720</b>	<b>2,459</b>	<b>51.3</b>	<b>6,948</b>	<b>5,002</b>	<b>38.9</b>
<b>TOTAL Group</b>	<b>28,921</b>	<b>24,476</b>	<b>18.2</b>	<b>51,130</b>	<b>45,272</b>	<b>12.9</b>

**BMW Motorrad Sales**

With adverse weather affecting many motorcycle markets, BMW Motorrad USA declined by 12% with 823 motorcycles sold compared to the 935 sold in February 2014.

The R 1200 GS Adventure was the best performing model in the month with 142 deliveries, supported by growth from the R 1200 GS, up 11% with sales of 113 units compared to 102 in February 2014.

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

	Feb. 2015	Feb. 2014	%	YTD 2015	YTD 2014	%
<b>BMW Motorcycles</b>	<b>823</b>	<b>935</b>	<b>-12.0</b>	<b>1,484</b>	<b>1,524</b>	<b>-2.8</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, 146 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).