

BMW Group

U.S. Press Information

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BMW Group U.S. Reports March 2015 Sales

- **BMW brand up 6.9 percent, sets first quarter sales record**
- **MINI brand sales up 59.5 percent**
- **BMW Motorcycle sales increase 3.0 percent**

Woodcliff Lake, NJ – April 1, 2015... Sales of BMW brand vehicles increased 6.9 percent in March for a total of 34,310 compared to 32,107 vehicles sold in March, 2014.

“We are seeing a growing confidence and optimism among consumers across the country and for BMW the result is record sales in the first quarter of this year,” said Ludwig Willisch, President and CEO, BMW of North America. “The record first quarter is especially satisfying as BMW of North America is celebrating its 40th Anniversary at the New York Auto Show this week and we are looking forward to the months ahead.”

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

In March, notable vehicles sales included the BMW 3 / 4 series which increased sales 46.6 percent to 14,835 vehicles and the BMW 2 series increased 124.2 percent to 1,249 vehicles.

BMW Group Sales

The BMW Group in the U.S. (BMW and MINI combined) reported March sales of 40,139 vehicles, an increase of 12.2 percent from the 35,762 vehicles sold in the same month a year ago.

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BMW Pre-Owned Vehicles

In March, sales of BMW used vehicles (including certified pre-owned) decreased by 22.5 percent, to 14,956 vehicles compared to the 19,301 vehicles sold in March, 2014.

MINI Brand Sales

For March, MINI USA reports 5,829 automobiles sold, an increase of 59.5 percent from the 3,655 sold in the same month a year ago.

MINI Pre-Owned Vehicles

In March, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 2,104 automobiles, a decrease of 5.2 percent from the 2,220 sold in March, 2014.

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

	Mar. 2015	Mar. 2014	%	YTD Mar. 2015	YTD Mar. 2014	%
BMW brand	34,310	32,107	6.9	78,492	72,377	8.4
BMW passenger cars	27,195	23,211	17.2	57,851	51,087	13.2
BMW light trucks	7,115	8,896	-20.0	20,641	21,290	-3.0
MINI brand	5,829	3,655	59.5	12,777	8,657	47.6
TOTAL Group	40,139	35,762	12.2	91,269	81,034	12.6

BMW Motorrad Sales

BMW Motorrad USA sales grew by 3.0% in March with 1,614 motorcycles sold compared to the 1,567 sold in March 2014.

The R 1200 RT was the best selling model in the month up 12.7% over 2014 with 186 deliveries compared to 165 the year before.

S-Series models were boosted by the arrival of the all-new S 1000 RR, posting growth of 39.1% with sales of 302 units compared to 217 this time last year while the recently introduced F 800 R helped F-Series models outperform 2014, growing 27.8% with 312 deliveries compared to 244 in March 2014.

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

	Mar. 2015	Mar. 2014	%	YTD 2015	YTD 2014	%
BMW Motorcycles	1,614	1,567	3.0	3,098	3,091	0.2

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 and www.press.bmwna.com.