

BMW Group



Vehicle Sales BMW of North America, LLC, March 2015

	Mar. 2015	Mar. 2014	%	YTD Mar. 2015	YTD Mar. 2014	%
i3	922	0	0.0%	2,681	0	0.0%
i8	143	0	0.0%	341	0	0.0%
1/2 Series	1,249	557	124.2%	2,147	904	137.5%
3/4 Series	14,835	10,120	46.6%	30,931	24,405	26.7%
Z4	422	592	-28.7%	802	849	-5.5%
5 Series	5,100	3,865	32.0%	12,065	10,952	10.2%
6 Series	2,434	3,063	-20.5%	4,182	4,127	1.3%
7 Series	732	707	3.5%	1,941	1,882	3.1%
X1	1,358	4,307	-68.5%	2,761	7,968	-65.3%
BMW passenger cars	27,195	23,211	17.2%	57,851	51,087	13.2%
X3	1,541	4,430	-65.2%	6,006	10,430	-42.4%
X4	599	0	0.0%	1,461	0	0.0%
X5	4,388	4,094	7.2%	11,751	9,760	20.4%
X6	587	372	57.8%	1,423	1,100	29.4%
BMW light trucks	7,115	8,896	-20.0%	20,641	21,290	-3.0%
BMW brand	34,310	32,107	6.9%	78,492	72,377	8.4%
Cooper /S Hardtop 2 Door	2,126	687	209.5%	4,930	1,964	151.0%
Cooper /S Hardtop 4 Door	1,509	0	0.0%	3,294	0	0.0%
Cooper /S Convertible	364	352	3.4%	695	644	7.9%
Cooper /S Clubman	2	344	-99.4%	5	780	-99.4%
Coupe	50	99	-49.5%	101	262	-61.5%
Roadster	124	143	-13.3%	270	296	-8.8%
Countryman	1,542	1,861	-17.1%	3,225	4,305	-25.1%
Paceman	112	169	-33.7%	257	406	-36.7%
MINI brand	5,829	3,655	59.5%	12,777	8,657	47.6%
TOTAL BMW of North America, LLC	40,139	35,762	12.2%	91,269	81,034	12.6%