

BMW Group

U.S. Press Information

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BMW Group U.S. Reports April 2015 Sales

- **BMW brand up 6.9 percent, sets April record**
- **MINI brand sales up 24.7 percent**
- **BMW Motorcycle sales decrease 24.2 percent**

Woodcliff Lake, NJ – May 1, 2015... Sales of BMW brand vehicles increased 6.9 percent in April for a total of 26,952 compared to 25,202 vehicles sold in April, 2014.

“A good April result with a BMW sales record is the perfect set-up going into what are typically the even stronger sales months of May and June,” said Ludwig Willisch, President and CEO, BMW of North America. “All of us at BMW are excited about this season because starting right now, in May, we are celebrating 40 years of an icon, the BMW 3 Series, the most successful BMW of all-time and the world standard in its segment.”

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

In April, notable vehicle sales included the BMW 3 / 4 Series which increased 5.9 percent to 10,374 vehicles and the BMW 2 Series which increased 38.8 percent to 1,009 vehicles. The BMW X5 has increased 12.0 percent year-to-date with 15,846 sold compared to the first four months of 2014.

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported April sales of 32,428 vehicles, an increase of 9.6 percent from the 29,592 vehicles sold in the same month a year ago.

BMW Pre-Owned Vehicles

In April, BMW Certified Pre-Owned sold 10,457 vehicles, up 34.3 percent over April 2014, with a year-to-date gain of 26.5 percent to 37,965 vehicles sold over the same period in 2014. Total BMW Pre-Owned sales continue to be challenged by low availability with 15,979 vehicles sold in April 2015, a 1.6 percent decrease from April 2014. The Total BMW Pre-Owned cars sold for the first four months were 60,656, a 6.2 percent decrease from the same period in 2014.

MINI Brand Sales

For April, MINI USA reports 5,476 automobiles sold, an increase of 24.7 percent from the 4,390 sold in the same month a year ago.

MINI Pre-Owned Vehicles

In April, sales of MINI NEXT (certified pre-owned) sold 955 vehicles, up 32.6 percent over April 2014, with a year-to-date gain of 25.5 percent to 3,532 cars over the same period in 2014. Total MINI Pre-Owned sales were 2,203 cars, an increase of 2.1 percent from April 2014. Total MINI Pre-Owned sales for the first four months were 7,958, a 2.2 percent decrease from the same period in 2014.

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

	April 2015	April 2014	%	YTD April 2015	YTD April 2014	%
BMW brand	26,952	25,202	6.9	105,444	97,579	8.1
BMW passenger cars	19,014	16,923	12.4	76,865	68,010	13.0
BMW light trucks	7,938	8,279	-4.1	28,579	29,569	-3.3
MINI brand	5,476	4,390	24.7	18,253	13,047	39.9
TOTAL Group	32,428	29,592	9.6	123,697	110,626	11.8

BMW Motorrad Sales

Sales of BMW motorcycles in April decreased 24.2 percent, to 1,689 motorcycles compared to the 2,229 sold in April 2014.

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

	April 2015	April 2014	%	YTD April 2015	YTD April 2014	%
BMW Motorcycles	1,689	2,229	-24.2	4,787	5,320	-10.0

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; Designworks, a strategic design consultancy based 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.