

BMW Group

U.S. Press Information

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BMW Group U.S. Reports May 2015 Sales

- **BMW brand up 4.7 percent, sets May record**
- **MINI brand sales up 1.8 percent**
- **BMW Motorcycle sales increase 19.6 percent, sets May record**

Woodcliff Lake, NJ – June 2, 2015... Sales of BMW brand vehicles increased 4.7 percent in May for a total of 31,003 compared to 29,602 vehicles sold in May, 2014.

“The summer driving season is getting underway and judging by the record May for BMW it’s clear the demand is still strong for new cars across the U.S.” said Ludwig Willisch, President and CEO, BMW of North America. “The momentum continues as we celebrate 40 years of the iconic BMW 3 Series and look for more news to come from BMW in the days ahead.”

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

In May, notable vehicle sales included the BMW 3 / 4 Series which increased 17.9 percent to 12,868 vehicles, the BMW 2 Series which increased 16.9 percent to 1,119 vehicles and the BMW X5 which increased 34.4 percent to 5,797 vehicles.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported May sales of 36,836 vehicles, an increase of 4.3 percent from the 35,331 vehicles sold in the same month a year ago.

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BMW Pre-Owned Vehicles

In May, BMW Certified Pre-Owned sold 11,105 vehicles, up 21.0 percent over May 2014, with a year-to-date gain of 25.2 percent to 49,070 vehicles sold over the same period in 2014. Total BMW Pre-Owned sales continue to be challenged by low availability with 17,416 vehicles sold in May 2015, a 3.6 percent decrease from May 2014. The Total BMW Pre-Owned cars sold for the first five months were 78,072, a 5.6 percent decrease from the same period in 2014.

MINI Brand Sales

For May, MINI USA reports 5,833 automobiles sold, an increase of 1.8 percent from the 5,729 sold in the same month a year ago.

MINI Pre-Owned Vehicles

In May, sales of MINI NEXT (certified pre-owned) were 1,100 vehicles, up 40.3 percent over May 2014, with a year-to-date gain of 28.7 percent to 4,632 cars over the same period in 2014. Total MINI Pre-Owned sales were 2,591 cars, an increase of 13.5 percent from May 2014. Total MINI Pre-Owned sales for the first five months were 10,549, a 1.3 percent increase from the same period in 2014.

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

	May 2015	May 2014	%	YTD May 2015	YTD May 2014	%
BMW brand	31,003	29,602	4.7	136,447	127,181	7.3
BMW passenger cars	21,691	19,237	12.8	98,556	87,247	13.0
BMW light trucks	9,312	10,365	-10.2	37,891	39,934	-5.1
MINI brand	5,833	5,729	1.8	24,086	18,776	28.3
TOTAL Group	36,836	35,331	4.3	160,533	145,957	10.0

BMW Motorrad Sales

BMW motorcycles set an all-time record for sales in May, retailing 2,034 motorcycles. This record was also 19.6 percent above the 1,701 motorcycles sold in May 2014.

The new for 2015 S 1000 RR was the best selling model in May with 273 units, while the S 1000 R with 127 sales compared to 88 the year before helped drive S-Series

growth of 31% over May 2014. R-Series models were boosted by the arrival of the all-new R 1200 RS, posting growth of 22% with sales of 1,136 units compared to 930 this time last year. The recently introduced F 800 R helped F-Series models also outperform 2014, growing 29% with 258 deliveries compared to 200 in May 2014.

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

	May 2015	May 2014	%	YTD May 2015	YTD May 2014	%
BMW Motorcycles	2,034	1,701	19.6	6,821	7,021	-2.8

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; 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, 148 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.