

BMW Group

U.S. Press Information

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BMW Group U.S. Reports June 2015 Sales

- **BMW brand up 6.5 percent, sets June record**
- **MINI brand sales up 14.8 percent**
- **BMW Motorcycle sales increase 83.3 percent, sets all time sales record**

Woodcliff Lake, NJ – July 1, 2015... Sales of BMW brand vehicles increased 6.5 percent in June for a total of 32,176 compared to 30,201 vehicles sold in June, 2014.

“There’s no better follow-up to a record May than a record June with the numbers showing a consistent momentum for BMW as the year reaches the half-way point,” said Ludwig Willisch, President and CEO, BMW of North America. “It’s clear the U.S. is more in love with light trucks than ever before and the hardest part is supplying the demand. At the same time, I am delighted to see MINI gaining more traction as model availability continues to increase.”

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

In June, notable vehicle sales included the BMW 2 Series which increased 56.9 percent to 1,067 vehicles, the BMW 4 Series which increased 69.4 percent to 6,625 vehicles and the BMW X5 which increased 89.0 percent to 7,508 vehicles.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported June sales of 38,350 vehicles, an increase of 7.8 percent from the 35,577 vehicles sold in the same month a year ago.

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MINI Brand Sales

For June, MINI USA reports 6,174 automobiles sold, an increase of 14.8 percent from the 5,376 sold in the same month a year ago.

BMW Pre-Owned Vehicles

In June, BMW Certified Pre-Owned sold 9,326 vehicles, up 16.7 percent over June 2014, with a year-to-date gain of 23.8 percent to 58,396 vehicles sold over the same period in 2014. Total BMW Pre-Owned sales were 15,069 vehicles sold in June 2015, a 1.1 percent decrease from June 2014. The Total BMW Pre-Owned cars sold for the first six months were 93,141, a 4.9 percent decrease from the same period in 2014.

MINI Pre-Owned Vehicles

In June, sales of MINI NEXT (certified pre-owned) were 1,051 vehicles, up 35.6 percent over June 2014, with a year-to-date gain of 29.9 percent to 5,683 cars over the same period in 2014. Total MINI Pre-Owned sales were 2,432 cars, an increase of 25.9 percent from June 2014. Total MINI Pre-Owned sales for the first six months were 12,972, a 5.1 percent increase from the same period in 2014.

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

	June 2015	June 2014	%	YTD June 2015	YTD June 2014	%
BMW brand	32,176	30,201	6.5	168,623	157,382	7.1
BMW passenger cars	20,529	23,557	-12.9	119,085	110,804	7.5
BMW light trucks	11,647	6,644	75.3	49,538	46,578	6.4
MINI brand	6,174	5,376	14.8	30,260	24,152	25.3
TOTAL Group	38,350	35,577	7.8	198,883	181,534	9.6

BMW Motorrad Sales

BMW motorcycles established a new all-time record for sales, retailing 2,433 motorcycles in June. This record was also 83.3 percent above the 1,327 motorcycles sold in June 2014.

The R 1200 RT was the best selling model in June with 270 units, and in combination with the new for 2015 R 1200 R, grew boxer model retails by 160% to 1,346 units

compared to 517 in June of 2014. S-Series models were boosted by the arrival of the all-new S 1000 XR adventure motorcycle, posting growth of 60% with sales of 463 units compared to 290 this time last year. The recently introduced F 800 R helped F-Series models also outperform 2014, growing 50% with 337 deliveries compared to 225 in June 2014.

With growth of 10.9% after 6 months, BMW Motorrad also set a new half-year record.

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

	June 2015	June 2014	%	YTD June 2015	YTD June 2014	%
BMW Motorcycles	2,433	1,327	83.3	9,254	8,348	10.9

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 Rolls-Royce 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, 123 MINI passenger car dealers, and 36 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.