

BMW Group

U.S. Press Information

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Contact: Kenn Sparks
Business Communications Manager
BMW of North America, LLC
(201) 307-4467 / Kenn.Sparks@bmwna.com

Eric Valtos
Business Communications Specialist
BMW of North America, LLC
(201) 307-3714 / Eric.Valtos@bmwna.com

BMW Group U.S. Reports July 2015 Sales

- **BMW brand up 2.1 percent**
- **MINI brand sales down 10.7 percent**
- **BMW Motorcycle sales increase 11.1 percent**

Woodcliff Lake, NJ – August 3, 2015... Sales of BMW brand vehicles increased 2.1 percent in July for a total of 26,970 compared to 26,409 vehicles sold in July, 2014.

“July kept the momentum going that we’ve seen throughout the year, producing another strong result for BMW and clearly showing the trend toward our luxury Sports Activity Vehicles”, said Ludwig Willisch, President and CEO, BMW of North America.

“Now we’re looking forward to the new model introductions of the months ahead including the new 7 Series, the new X1, and the refreshed 3 Series.”

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwgroupna.com

In July, notable vehicle sales included the BMW 2 Series which increased 61.1 percent to 1,028 vehicles, the BMW X3 which increased 49.5 percent to 2,340 vehicles and the BMW X5 which increased 123.6 percent to 6,011 vehicles.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported July sales of 32,161 vehicles, a decrease of 0.2 percent from the 32,220 vehicles sold in the same month a year ago.

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MINI Brand Sales

For July, MINI USA reports 5,191 automobiles sold, a decrease of 10.7 percent from the 5,811 sold in the same month a year ago.

BMW Pre-Owned Vehicles

In July, BMW Certified Pre-Owned sold 9,645 vehicles, up 6.6 percent over July 2014, with a year-to-date gain of 21.0 percent to 68,041 vehicles sold over the same period in 2014. Total BMW Pre-Owned sales continue to be challenged by low availability with 15,247 vehicles sold in July 2015, a 9.7 percent decrease from July 2014. The Total BMW Pre-Owned cars sold for the first seven months were 108,388, a 5.6 percent decrease from the same period in 2014.

MINI Pre-Owned Vehicles

In July, sales of MINI NEXT (certified pre-owned) were 1,108 vehicles, up 31.7 percent over July 2014, with a year-to-date gain of 30.2 percent to 6,791 cars over the same period in 2014. Total MINI Pre-Owned sales were 2,537 cars, an increase of 20.0 percent from July 2014. Total MINI Pre-Owned sales for the first seven months were 15,509, a 7.3 percent increase from the same period in 2014.

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

	July 2015	July 2014	%	YTD July 2015	YTD July 2014	%
BMW brand	26,970	26,409	2.1	195,593	183,791	6.4
BMW passenger cars	17,819	21,225	-16.0	136,904	132,029	3.7
BMW light trucks	9,151	5,184	76.5	58,689	51,762	13.4
MINI brand	5,191	5,811	-10.7	35,451	29,963	18.3
TOTAL Group	32,161	32,220	-.2	231,044	213,754	8.1

BMW Motorrad Sales

With 1,445 retails BMW motorcycles posted their second best July ever. This figure was also 11.1 percent above the 1,301 motorcycles sold in July 2014.

The R 1200 GS was the best-selling model in July with 210 units (+30%), and in combination with the new for 2015 R 1200 RS, grew boxer model retails by 56.3 percent to 702 units compared to 449 in July of 2014.

With 196 retails (+44%) the new S 1000 RR helped post S-Series growth of 22.2 percent with sales of 336 units compared to 275 this time last year.

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

	July 2015	July 2014	%	YTD July 2015	YTD July 2014	%
BMW Motorcycles	1,445	1,301	11.1	10,699	9,649	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.