

BMW Group

U.S. Press Information

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BMW Group U.S. Reports August 2015 Sales

- **BMW brand up 2.0 percent**
- **MINI brand sales up 2.1 percent**
- **BMW Motorcycle sales increase 21.5 percent**

Woodcliff Lake, NJ – September 1, 2015... Sales of BMW brand vehicles increased 2.0 percent in August for a total of 27,755 - a new August record - compared to 27,213 vehicles sold in August, 2014. Year-to-date, BMW brand sales are 223,348 vehicles, a 5.9 percent increase from the same period last year.

“Even without Labor Day weekend as part of the month, the solid August results for both BMW and MINI continue to prove the strength of consumer demand and underscore the momentum BMW Group has shown throughout this year,” said Ludwig Willisch, President and CEO, BMW of North America. “With the launch of the all-new BMW 7 Series getting underway and the new BMW X1 also on the horizon, I’m expecting a strong finish in the remaining four months of 2015.”

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

In August, notable vehicle sales included the BMW 2 Series which increased 55.9 percent to 1,024 vehicles, the BMW X3 which increased 5.1 percent to 2,127 vehicles and the BMW X4 which increased 31.3 percent to 453 vehicles.

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported August sales of 32,864 vehicles, an increase of 2.0 percent from the 32,219 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are 263,908 vehicles, a 7.3 percent increase from the same period last year.

MINI Brand Sales

For August, MINI USA reports 5,109 automobiles sold, an increase of 2.1 percent from the 5,006 sold in the same month a year ago. Year-to-date, MINI USA sales are 40,560 vehicles, a 16.0 percent increase from the same period last year.

BMW Pre-Owned Vehicles

In August, BMW Certified Pre-Owned sold 10,027 vehicles, down 7.1 percent from August 2014, with a year-to-date gain of 16.5 percent to 78,068 vehicles sold over the same period in 2014. Total BMW Pre-Owned sales continue to be challenged by low availability with 15,763 vehicles sold in August 2015, an 18.4 percent decrease from August 2014. The Total BMW Pre-Owned cars sold for the first eight months were 124,151, a 7.4 percent decrease from the same period in 2014.

MINI Pre-Owned Vehicles

In August, sales of MINI NEXT (certified pre-owned) were 1,134 vehicles, up 3.5 percent over August 2014, with a year-to-date gain of 25.6 percent to 7,925 cars over the same period in 2014. Total MINI Pre-Owned sales were 2,696 cars, an increase of 5.3 percent from August 2014. Total MINI Pre-Owned sales for the first eight months were 18,205, a 7.0 percent increase from the same period in 2014.

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

	Aug. 2015	Aug. 2014	%	YTD Aug. 2015	YTD Aug. 2014	%
BMW brand	27,755	27,213	2.0	223,348	211,004	5.9
BMW passenger cars	21,929	21,321	2.9	158,833	153,350	3.6
BMW light trucks	5,826	5,892	-1.1	64,515	57,654	11.9
MINI brand	5,109	5,006	2.1	40,560	34,969	16.0
TOTAL Group	32,864	32,219	2.0	263,908	245,973	7.3

BMW Motorrad Sales

With 1,338 retails BMW motorcycles posted their second best August ever. This figure was also 21.5 percent above the 1,101 motorcycles sold in August 2014.

The S 1000 RR was the best selling model in August with 192 units (+43%), and in combination with the recently introduced S 1000 XR Adventure Sport, helped grow S-Series model retails by 45% to 336 units compared to 231 in August of 2014.

Boxer model sales, boosted by the arrival of the R 1200 RS, grew 74% with sales of 685 units compared to 394 this time last year.

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

	Aug. 2015	Aug. 2014	%	YTD Aug. 2015	YTD Aug. 2014	%
BMW Motorcycles	1,338	1,101	21.5	12,037	10,750	12.0

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 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, 149 BMW motorcycle retailers, 124 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.