

BMW Group

U.S. Press Information

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BMW Group U.S. Reports October 2015 Sales

- **BMW brand decrease 3.8 percent, YTD up 4.6 percent**
- **MINI brand sales decrease 22.9 percent, YTD up 10.3 percent**
- **BMW Motorcycle sales decrease 3.7 percent, YTD up 11.5 percent**

Woodcliff Lake, NJ – November 3, 2015... Sales of BMW brand vehicles decreased 3.8 percent in October for a total of 29,439 compared to 30,602 vehicles sold in October, 2014. Year-to-date, BMW brand is up 4.6 percent from the same period last year with sales of 279,395 vehicles.

“Trends in the luxury vehicle market are becoming more evident with the October sales another indicator of how important Sports Activity Vehicles are becoming to our market segment,” said Ludwig Willisch, President and CEO, BMW of North America.

“With the all-new BMW X1 just now going on sale and availability of the always popular X3 and X5 improving, we expect good growth in the final two months of the year.”

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

Notable vehicle sales included the BMW X3 which increased 88.1 percent to 3,028, the BMW X5 increased 27.9 percent to 4,292 and the BMW 2 Series which increased to 1,258 cars.

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported October sales of 33,526 vehicles, a decrease of 6.6 percent from the 35,902 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are up 5.4 percent from the same period last year with 328,456 vehicles sold.

MINI Brand Sales

For October, MINI USA reports 4,087 automobiles sold, a decrease of 22.9 percent from the 5,300 sold in the same month a year ago. Year-to-date, MINI USA sales are 49,061 vehicles, a 10.3 percent increase from the same period last year.

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

	Oct. 2015	Oct. 2014	%	YTD Oct. 2015	YTD Oct. 2014	%
BMW brand	29,439	30,602	-3.8	279,395	267,193	4.6
BMW passenger cars	21,067	25,261	-16.6	200,142	197,592	1.3
BMW light trucks	8,372	5,341	56.7	79,253	69,601	13.9
MINI brand	4,087	5,300	-22.9	49,061	44,488	10.3
TOTAL Group	33,526	35,902	-6.6	328,456	311,681	5.4

BMW Pre-Owned Vehicles

- In October, BMW Certified Pre-Owned sold 9,572 vehicles, up 12.3 percent from October 2014, with a year-to-date gain of 14.4 percent to 96,339 vehicles sold over the same period in 2014.
- Total BMW Pre-Owned sales continue to be challenged by low availability with 15,608 vehicles sold in October 2015, a 2.2 percent increase from October 2014.
- The Total BMW Pre-Owned cars sold for the first ten months were 153,870 a 6.4 percent decrease from the same period in 2014.

MINI Pre-Owned Vehicles

- In October, sales of MINI NEXT (certified pre-owned) set an October record with 999 vehicles, up 43.1 percent over October 2014, with a year-to-date gain of 26.2 percent to 9,828 cars over the same period in 2014.
- Total MINI Pre-Owned sales also set an October record with 2,248 cars, an increase of 19.0 percent from October 2014.
- Total MINI Pre-Owned sales for the first ten months were 22,593, a 7.8 percent increase from the same period in 2014.

BMW Motorrad Sales

With 1,170 sales, BMW motorcycles posted their second best October, only 45 units short of the record 1,215 motorcycles sold in October 2014.

The R 1200 GS Adventure was the top performing model with 208 units (+32%), and in combination with 201 sales of the R 1200 GS (+42%), helped grow R-Series model retails by 5% to 677 units compared to 646 in October last year. S-Series sales, boosted by the arrival of fresh model year 2016 inventory, also grew by 16% with 234 deliveries compared to 201 this time last year.

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

	Oct. 2015	Oct. 2014	%	YTD Oct. 2015	YTD Oct. 2014	%
BMW Motorcycles	1,170	1,215	-3.7	14,356	12,879	11.5

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.