

BMW Group

U.S. Press Information

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BMW Group U.S. Reports January 2016 Sales

- **BMW brand sales decrease 4.7 percent**
- **MINI brand sales increase 0.3 percent**
- **BMW Motorcycle sales decrease 31.9 percent**

Woodcliff Lake, NJ – February 2, 2016... Sales of BMW brand vehicles decreased 4.7 percent in January for a total of 18,082 compared to 18,981 vehicles sold in January, 2015.

“As expected, January suffered a bit from the strong storms that froze large parts of the country,” said Ludwig Willisch, President and CEO, BMW of North America. “In spite of the obstacles, the new BMW X1 showed extraordinary growth and our 7 Series and X3 set the momentum we expect to continue in the year ahead.”

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Sales of BMW Sports Activity Vehicles gave a boost to January with the new BMW X1 leading the way, increasing 274.0 percent and the BMW X3 increasing 49.3 percent. In its third full month of sales, the new BMW 7 Series continued its upward momentum increasing 33.0 percent from January a year ago.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported January sales of 21,320 vehicles, a decrease of 4.0 percent from the 22,209 vehicles sold in the same month a year ago.

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MINI Brand Sales

For January, MINI USA reports 3,238 automobiles sold, an increase of 0.3 percent from the 3,228 sold in the same month a year ago.

Table 1: New Vehicle Sales BMW of North America, LLC, January 2016

	Jan. 2016	Jan. 2015	%	YTD Jan. 2016	YTD Jan. 2015	%
BMW brand	18,082	18,981	-4.7	18,082	18,981	-4.7
BMW passenger cars	12,849	13,597	-5.5	12,849	13,597	-5.5
BMW light trucks	5,233	5,384	-2.8	5,233	5,384	-2.8
MINI brand	3,238	3,228	0.3	3,238	3,228	0.3
TOTAL Group	21,320	22,209	-4.0	21,320	22,209	-4.0

BMW Pre-Owned Vehicles

- In January, BMW Certified Pre-Owned sold 8,212 vehicles, down 6.1 percent from January 2015.
- Total BMW Pre-Owned sold 13,743 vehicles in January 2016, a 5.6 percent decrease from January 2015.

MINI Pre-Owned Vehicles

- Sales of MINI NEXT (certified pre-owned) set a January record with 855 vehicles, up 0.7 percent over January 2015.
- Total MINI Pre-Owned sales for January were 1,853 cars, an increase of 1.9 percent from January 2015.

BMW Motorrad Sales

With business heavily impacted by inclement weather, sales of BMW motorcycles in January decreased 31.9 percent, to 450 motorcycles compared to the 661 sold in January 2015.

Table 2: Motorcycle Sales BMW of North America, LLC, January 2016

	Jan. 2016	Jan. 2015	%	YTD Jan. 2016	YTD Jan. 2015	%
BMW Motorcycles	450	661	-31.9	450	661	-31.9

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 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 340 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 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.