

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 February 2016 Sales

- **BMW brand sales decrease 10.7 percent**
- **MINI brand sales decrease 23.7 percent**
- **BMW Motorcycle sales decrease 3.4 percent**

Woodcliff Lake, NJ – March 1, 2016... Sales of BMW brand vehicles decreased 10.7 percent in February for a total of 22,498 compared to 25,201 vehicles sold in February, 2015. Year-to-date, BMW brand is down 8.2 percent from the same period last year with sales of 40,580 vehicles.

Notable vehicle sales include the BMW X1 which increased 60.2 percent, the BMW X3 which increased by 19.5 percent, and the BMW 2 Series which increased by 107.5 percent.

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

“February showed again the accelerating pace of BMW Sports Activity Vehicles is clearly more than a trend with our X models accounting for 45% of sales this past month,” said Ludwig Willisch, President and CEO, BMW of North America. “With Spring only three weeks away and the travel season on the horizon, the growing success of the 7 Series and the 2 Series also makes us confident there’s more to come.”

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported February sales of 25,337 vehicles, a decrease of 12.4 percent from the 28,921 vehicles sold in

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the same month a year ago. Year-to-date, BMW Group sales are down 8.7 percent from the same period last year with 46,657 vehicles sold.

MINI Brand Sales

For February, MINI USA reports 2,839 automobiles sold, a decrease of 23.7 percent from the 3,720 sold in the same month a year ago. Year-to-date, MINI USA sales are 6,077 vehicles, a 12.5 percent decrease from the same period last year.

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

	Feb. 2016	Feb. 2015	%	YTD Feb. 2016	YTD Feb. 2015	%
BMW brand	22,498	25,201	-10.7	40,580	44,182	-8.2
BMW passenger cars	13,777	17,059	-19.2	26,626	30,656	-13.1
BMW light trucks	8,721	8,142	7.1	13,954	13,526	3.2
MINI brand	2,839	3,720	-23.7	6,077	6,948	-12.5
TOTAL Group	25,337	28,921	-12.4	46,657	51,130	-8.7

BMW Pre-Owned Vehicles

- In February, BMW Certified Pre-Owned sold 8,649 vehicles, down 6.0 percent from February 2015.
- Total BMW Pre-Owned sold 14,887 vehicles in February 2016, a 1.7 percent decrease from February 2015.
- The Total BMW Pre-Owned cars sold year-to-date were 28,630, a 3.7 percent decrease from the first two months of 2015.

MINI Pre-Owned Vehicles

- Sales of MINI NEXT (certified pre-owned) set a record with 1,046 vehicles, up 33.2 percent over February 2015.
- Total MINI Pre-Owned sales also set a record with 2,231 cars, an increase of 22.1 percent from February 2015.
- Total MINI Pre-Owned sales year-to-date were 4,084, an 11.9 percent increase from the first two months of 2015.

BMW Motorrad Sales

Sales of BMW motorcycles in February declined 3.4 percent with 795 motorcycles sold compared to the 823 sold in February 2015.

The S 1000 RR was the best-selling model in February with 173 deliveries compared to 98 this time last year, helping S-Series volumes grow by 69 percent. Growth also came from the luxury touring K 1600 GTL Exclusive (+17%) and the middleweight F 800 R roadster (+14%). February saw the first deliveries of the new for 2016 C 650 Sport and C 650 GT maxi-scooters and the updated 2016 model F 700 GS and F 800 GS ahead of the March season start.

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

	Feb. 2016	Feb. 2015	%	YTD Feb. 2016	YTD Feb. 2015	%
BMW Motorcycles	795	823	-3.4	1,245	1,484	-16.1

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.