

BMW Group

U.S. Press Information

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BMW Group U.S. Reports March 2016 Sales

- **BMW brand sales decrease 12.5 percent**
- **MINI brand sales decrease 18.3 percent**
- **BMW Motorcycle sales increase 19.6 percent**

Woodcliff Lake, NJ – April 1, 2016... Sales of BMW brand vehicles decreased 12.5 percent in March for a total of 30,033 compared to 34,310 vehicles sold in March, 2015. Year-to-date, BMW brand is down 10.0 percent on sales of 70,613 compared to 78,492 sold in the first three months of 2015.

Of particular note in March, were strong increases in the sales of BMW Sports Activity Vehicles, in particular the BMW X1 and the BMW X3. The popular new BMW 7 Series continues its sales success, increasing by 16.1 percent over March 2015.

Company
BMW of North America, LLC

BMW Group Company

“It’s been a tumultuous first quarter of the year for business in the U.S. with plenty of volatility even in the premium vehicle segment,” said Ludwig Willisch, President and CEO, BMW of North America. “The desire for premium Sports Activity Vehicles continues accelerating at a strong pace in the U.S. and I’m very pleased that our SAV plant in South Carolina will make another production increase in the months ahead to help us satisfy the ever-growing demand for our X models.”

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

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported March sales of 34,795 vehicles, a decrease of 13.3 percent from the 40,139 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 10.8 percent on sales of 81,452 in the first three months of 2016 compared to 91,269 in the same period in 2015.

MINI Brand Sales

For March, MINI USA reported 4,762 automobiles sold, a decrease of 18.3 percent from the 5,829 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 10,839 automobiles sold, a decrease of 15.2 percent from 12,777 automobiles sold in the first three months of 2015.

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

	Mar. 2016	Mar. 2015	%	YTD Mar. 2016	YTD Mar. 2015	%
BMW brand	30,033	34,310	-12.5	70,613	78,492	-10.0
BMW passenger cars	20,616	27,195	-24.2	47,242	57,851	-18.3
BMW light trucks	9,417	7,115	32.4	23,371	20,641	13.2
MINI brand	4,762	5,829	-18.3	10,839	12,777	-15.2
TOTAL Group	34,795	40,139	-13.3	81,452	91,269	-10.8

BMW Pre-Owned Vehicles

- In March, BMW Certified Pre-Owned sold 10,203 vehicles, an increase of 6.7 percent from March 2015.
- Total BMW Pre-Owned sold 16,169 vehicles in March 2016, an increase of 8.1 percent from March 2015.
- The Total BMW Pre-Owned cars sold year-to-date were 44,799, a 0.3 percent increase from the first three months of 2015.

MINI Pre-Owned Vehicles

- Sales of MINI NEXT (certified pre-owned) set a March record with 1,090 vehicles, up 15.8 percent over March 2015.
- Total MINI Pre-Owned sales also set a March record with 2,442 cars, an increase of 16.1 percent from March 2015.

- Total MINI Pre-Owned sales year-to-date were 6,526, a 13.5 percent increase from the first three months of 2015.

BMW Motorrad Sales

Sales of BMW motorcycles increased 19.6 percent in March with 1,931 motorcycles sold compared to the 1,614 sold in March 2015.

The S 1000 RR was once again the best-selling model with 254 deliveries compared to 219 this time last year, helping S-Series volumes grow by 51%. With 249 sales compared to 178 this time last year, the R 1200 GS Adventure helped drive growth of 38% in boxer models. Further growth also came from the award-winning 6-cylinder luxury touring models with 209 K-Series units delivered to customers compared to 155 in March of 2015. The new for 2016 C 650 GT Maxi-Scooter proved popular too, with 48 retails, up 14% on the figure from a year ago.

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

	Mar. 2016	Mar. 2015	%	YTD Mar. 2016	YTD Mar. 2015	%
BMW Motorcycles	1,931	1,614	19.6	3,176	3,098	2.5

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 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.

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.