

BMW Group

U.S. Press Information

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BMW Group U.S. Reports May 2016 Sales

- **BMW brand sales decrease 6.4 percent**
- **MINI brand sales decrease 21.2 percent**
- **BMW Motorcycle sales decrease 40.0 percent**

Woodcliff Lake, NJ – June 1, 2016... Sales of BMW brand vehicles decreased 6.4 percent in May for a total of 29,017 compared to 31,003 vehicles sold in May, 2015. Year-to-date, BMW brand is down 8.7 percent on sales of 124,581 compared to 136,447 sold in the first five months of 2015.

Sales of BMW Sports Activity Vehicles gave a boost to May with the new BMW X1 leading the way, increasing 93.9 percent, the BMW X3 increasing 28.0 percent and the BMW X6 increasing 26.0 percent.

“The shorter number of selling days in May no doubt affected the month totals but the ongoing transition to X models remains clear,” said Ludwig Willisch, President and CEO, BMW of North America. “The BMW X1 grows more popular each month with its siblings X3 and X6 giving it strong support. The X5 was limited only by availability but that will continue improving in the months ahead.”

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported May sales of 33,612 vehicles, a decrease of 8.8 percent from the 36,836 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 9.8 percent on sales of 144,811 in the first five months of 2016 compared to 160,533 in the same period in 2015.

MINI Brand Sales

For May, MINI USA reported 4,595 automobiles sold, a decrease of 21.2 percent from the 5,833 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 20,230 automobiles sold, a decrease of 16.0 percent from 24,086 automobiles sold in the first five months of 2015.

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

	May 2016	May 2015	%	YTD May 2016	YTD May 2015	%
BMW brand	29,017	31,003	-6.4	124,581	136,447	-8.7
BMW passenger cars	20,267	21,691	-6.6	85,295	98,556	-13.5
BMW light trucks	8,750	9,312	-6.0	39,286	37,891	3.7
MINI brand	4,595	5,833	-21.2	20,230	24,086	-16.0
TOTAL Group	33,612	36,836	-8.8	144,811	160,533	-9.8

BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sold 10,681 vehicles in May 2016, a decrease of 3.8 percent from May 2015.
- Total BMW Pre-Owned sold 17,503 vehicles in May 2016, an increase of 0.5 percent from May 2015.
- The Total BMW Pre-Owned cars sold year-to-date were 81,347, a 4.2 percent increase from the first five months of 2015.

MINI Pre-Owned Vehicles

- In May, MINI Certified Pre-Owned sold 1,023 vehicles, a decrease of 7.0 percent over May 2015.
- Total MINI Pre-Owned sold 2,320 vehicles in May 2016, a decrease of 10.5 percent from May 2015.
- Total MINI Pre-Owned sales year-to-date were 11,383, an 8.0 percent increase from the first five months of 2015.

BMW Motorrad Sales

Sales of BMW motorcycles decreased 40.0 percent in May with 1,221 motorcycles sold compared to the 2,034 sold in May 2015.

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

	May. 2016	May 2015	%	YTD May 2016	YTD May 2015	%
BMW Motorcycles	1,221	2,034	-40.0	5,641	6,821	-17.3

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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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.