

BMW Group

U.S. Press Information

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BMW Group U.S. Reports July 2016 Sales

- **BMW brand sales decrease 4.4 percent**
- **MINI brand sales decrease 8.0 percent**

Woodcliff Lake, NJ – August 2, 2016... Sales of BMW brand vehicles decreased 4.4 percent in July for a total of 25,777 compared to 26,970 vehicles sold in July, 2015. Year-to-date, the BMW brand is down 8.4 percent in the U.S. on sales of 179,213 compared to 195,593 sold in the first seven months of 2015.

Notable vehicle sales include the BMW 7 Series which increased 31.3 percent, the BMW 2 Series which increased 66.1 percent, and the BMW X1 which increased 79.1 percent.

“The volatility that has characterized the 2016 sales year was clearly evident in the beginning of the third quarter,” said Ludwig Willisch, President and CEO, BMW of North America. “As we have seen through the early months of the year, the 2 Series and X1 have acquired a strong following and the 7 Series continues gaining ground. At the same time, the global popularity of our X models continues to constrain our sales here in the U.S.”

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported July sales of 30,551 vehicles, a decrease of 5.0 percent from the 32,161 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 9.5 percent on sales of 209,131 in the first seven months of 2016 compared to 231,044 in the same period in 2015.

MINI Brand Sales

For July, MINI USA reported 4,774 automobiles sold, a decrease of 8.0 percent from the 5,191 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 29,918 automobiles sold, a decrease of 15.6 percent from 35,451 automobiles sold in the first seven months of 2015.

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

	July 2016	July 2015	%	YTD July 2016	YTD July 2015	%
BMW brand	25,777	26,970	-4.4	179,213	195,593	-8.4
BMW passenger cars	19,621	17,819	10.1	124,875	136,904	-8.8
BMW light trucks	6,156	9,151	-32.7	54,338	58,689	-7.4
MINI brand	4,774	5,191	-8.0	29,918	35,451	-15.6
TOTAL Group	30,551	32,161	-5.0	209,131	231,044	-9.5

BMW Pre-Owned Vehicles

- July 2016 sales of BMW Certified Pre-Owned set a record with 11,877 vehicles, an increase of 23.1 percent from July 2015.
- Total BMW Pre-Owned sales also set a record with 22,739 vehicles, an increase of 49.1 percent from July 2015.
- The Total BMW Pre-Owned cars sold year-to-date were 121,506, a 12.1 percent increase from the first seven months of 2015.

MINI Pre-Owned Vehicles

- In July, sales of MINI Certified Pre-Owned set a July record with 1,197 vehicles, an increase of 8.0 percent from July 2015.
- Total MINI Pre-Owned sales also set a July record with 2,629 vehicles in 2016, an increase of 3.6 percent from July 2015.
- Total MINI Pre-Owned sales year-to-date were 16,296, a 5.1 percent increase from the first seven months of 2015.

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.

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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.