

# BMW Group

## U.S. Press Information

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### BMW Group U.S. Reports January 2017 Sales

- **BMW brand sales increase 0.1 percent**
- **MINI brand sales decrease 4.0 percent**

**Woodcliff Lake, NJ – February 1, 2017...** Sales of BMW brand vehicles increased 0.1 percent in January for a total of 18,109 compared to 18,082 vehicles sold in January, 2016.

Notable vehicle sales in January include the BMW X1 which increased 21.4 percent, the BMW X3 which increased 57.5 percent, and the BMW X5 which increased 26.8 percent.

“The increased availability of the highly popular BMW X models is paying off as our X model U.S. sales in January topped the all-important 50 percent mark for the second month in a row,” said Ludwig Willisch, President and CEO, BMW of North America.

“Now, with February here, we are very much looking forward to the launch of our brilliant next generation 5 Series, only two weeks away.”

### BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported January sales of 21,219 vehicles, a decrease of 0.5 percent from the 21,320 vehicles sold in the same month a year ago.

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## MINI Brand Sales

For January, MINI USA reported 3,110 automobiles sold, a decrease of 4.0 percent from the 3,238 sold in the same month a year ago.

**Table 1: New Vehicle Sales BMW of North America, LLC, January 2017**

	Jan. 2017	Jan. 2016	%	YTD Jan. 2017	YTD Jan. 2016	%
<b>BMW brand</b>	<b>18,109</b>	<b>18,082</b>	<b>0.1</b>	<b>18,109</b>	<b>18,082</b>	<b>0.1</b>
BMW passenger cars	11,039	12,849	-14.1	11,039	12,849	-14.1
BMW light trucks	7,070	5,233	35.1	7,070	5,233	35.1
<b>MINI brand</b>	<b>3,110</b>	<b>3,238</b>	<b>-4.0</b>	<b>3,110</b>	<b>3,238</b>	<b>-4.0</b>
<b>TOTAL Group</b>	<b>21,219</b>	<b>21,320</b>	<b>-0.5</b>	<b>21,219</b>	<b>21,320</b>	<b>-0.5</b>

## BMW Pre-Owned Vehicles

- January 2017 sales of BMW Certified Pre-Owned set a January record with 10,202 vehicles, an increase of 24.2 percent from January 2016.
- Total BMW Pre-Owned sales also set a January record with 18,219 vehicles, an increase of 32.6 percent from January 2016.

## MINI Pre-Owned Vehicles

- In January, sales of MINI Certified Pre-Owned was 851 vehicles, a 0.5 percent decrease from January 2016.
- Total MINI Pre-Owned sales set a January record with 2,187 vehicles in January 2017, an increase of 18.0 percent from January 2016.

## 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, 152 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](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).