

# BMW Group

## U.S. Press Information

**For Release:** March 1, 2017

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

- **BMW brand sales increase 0.3 percent**
- **MINI brand sales decrease 24.1 percent**

**Woodcliff Lake, NJ – March 1, 2017...** Sales of BMW brand vehicles increased 0.3 percent in February for a total of 22,558 compared to 22,498 vehicles sold in February, 2016. Year-to-date, the BMW brand is up 0.2 percent in the U.S. on sales of 40,667 vehicles compared to 40,580 sold in the first two months of 2016.

“March is the real beginning of the automotive selling season in the U.S. and BMW is well positioned for success with the right mix of vehicles and with the launch of the all-new 5 Series now underway,” said Ludwig Willisch, Head of BMW Group Region Americas. “The trend towards Sports Activity Vehicles is strong but so is demand for the new 5 Series, especially the new M550 which goes on sale in the Spring along with the hybrid-electric 530e.”

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Notable vehicle sales in February include the new BMW 5 Series with 2,731 cars, the BMW X1 which increased to 2,050 vehicles, and the BMW X3 which increased to 4,020 vehicles.

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## BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported February sales of 24,712 vehicles, a decrease of 2.5 percent from the 25,337 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 1.6 percent on sales of 45,931 vehicles in the first two months of 2017 compared to 46,657 in the same period in 2016.

## MINI Brand Sales

For February, MINI USA reported 2,154 automobiles sold, a decrease of 24.1 percent from the 2,839 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 5,264 automobiles sold, a decrease of 13.4 percent from 6,077 automobiles sold in the first two months of 2016.

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

	Feb. 2017	Feb. 2016	%	YTD Feb. 2017	YTD Feb. 2016	%
<b>BMW brand</b>	<b>22,558</b>	<b>22,498</b>	<b>0.3</b>	<b>40,667</b>	<b>40,580</b>	<b>0.2</b>
BMW passenger cars	13,887	13,777	0.8	24,926	26,626	-6.4
BMW light trucks	8,671	8,721	-0.6	15,741	13,954	12.8
<b>MINI brand</b>	<b>2,154</b>	<b>2,839</b>	<b>-24.1</b>	<b>5,264</b>	<b>6,077</b>	<b>-13.4</b>
<b>TOTAL Group</b>	<b>24,712</b>	<b>25,337</b>	<b>-2.5</b>	<b>45,931</b>	<b>46,657</b>	<b>-1.6</b>

## BMW Pre-Owned Vehicles

- February 2017 sales of BMW Certified Pre-Owned set a February record with 11,260 vehicles, an increase of 30.2 percent from February 2016.
- Total BMW Pre-Owned sales also set a February record with 20,256 vehicles, an increase of 36.1 percent from February 2016.
- Total BMW Pre-Owned cars sold year-to-date were 38,475, a 34.4 percent increase from the first two months of 2016.

### **MINI Pre-Owned Vehicles**

- In February, MINI Certified Pre-Owned sold 873 vehicles, a decrease of 16.5 percent from February 2016.
- Total MINI Pre-Owned sales set a February record with 2,413 vehicles in February 2017, an increase of 8.2 percent from February 2016.
- Total MINI Pre-Owned sales year-to-date were 4,600, a 12.6 percent increase from the first two months of 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.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).