

BMW Group

U.S. Press Information

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BMW Group U.S. Reports April 2017 Sales

- **BMW brand sales decrease 9.3 percent**
- **MINI brand sales decrease 27.4 percent**

Woodcliff Lake, NJ – May 2, 2017... Sales of BMW brand vehicles decreased 9.3 percent in April for a total of 22,624 compared to 24,951 vehicles sold in April, 2016. Year-to-date, the BMW brand is down 1.3 percent in the U.S. on sales of 94,306 vehicles compared to 95,564 sold in the first four months of 2016.

"For BMW, tight supply of key models had a strong effect in April" said Bernhard Kuhnt, President and CEO, BMW of North America. "Our very popular new 5 Series is still ramping up production as the latest variants are making their way to our dealerships. Our Sports Activity Vehicles are still in high demand with the X1 and X3 turning in good results."

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Notable vehicle sales in April include the BMW X3 which increased 32.3 percent to 3,204 vehicles, the BMW X1 which increased 29.4 percent to 1,872 vehicles, and BMW 7 Series which increased 14.0 percent to 994 cars.

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported April sales of 26,105 vehicles, a decrease of 12.2 percent from the 29,747 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 2.8 percent on sales of 108,038 vehicles in the first four months of 2017 compared to 111,199 in the same period in 2016.

MINI Brand Sales

For April, MINI USA reported 3,481 automobiles sold, a decrease of 27.4 percent from the 4,796 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 13,732 automobiles sold, a decrease of 12.2 percent from 15,635 automobiles sold in the first four months of 2016.

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

| | April 2017 | April 2016 | % | YTD April 2017 | YTD April 2016 | % |
|--------------------|---------------|---------------|--------------|-------------------|-------------------|--------------|
| BMW brand | 22,624 | 24,951 | -9.3 | 94,306 | 95,564 | -1.3 |
| BMW passenger cars | 15,168 | 17,786 | -14.7 | 58,793 | 65,028 | -9.6 |
| BMW light trucks | 7,456 | 7,165 | 4.1 | 35,513 | 30,536 | 16.3 |
| MINI brand | 3,481 | 4,796 | -27.4 | 13,732 | 15,635 | -12.2 |
| TOTAL Group | 26,105 | 29,747 | -12.2 | 108,038 | 111,199 | -2.8 |

BMW Pre-Owned Vehicles

- April 2017 sales of BMW Certified Pre-Owned were 12,757 vehicles, an increase of 13.1 percent from April 2016.
- Total BMW Pre-Owned sales for April were 20,608 vehicles, an increase of 8.2 percent from April 2016.
- Total BMW Pre-Owned cars sold year-to-date were 80,791, a 26.5 percent increase from the first four months of 2016.

MINI Pre-Owned Vehicles

- In April, MINI Certified Pre-Owned sold 1,055 vehicles, a decrease of 3.6 percent from April 2016.
- Total MINI Pre-Owned sales were 2,940 vehicles in April 2017, an increase of 15.9 percent from April 2016.
- Total MINI Pre-Owned sales year-to-date were 10,495, a 15.8 percent increase from the first four 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, 127 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 and www.press.bmwna.com.