

BMW Group

U.S. Press Information

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BMW Group U.S. Reports August 2017 Sales

- **BMW brand sales decrease 7.7 percent**
- **MINI brand sales decrease 10.5 percent**

Woodcliff Lake, NJ – September 1, 2017... Sales of BMW brand vehicles decreased 7.7 percent in August for a total of 23,553 compared to 25,531 vehicles sold in August 2016. Year-to-date, the BMW brand is down 5 percent in the U.S. on sales of 194,604 vehicles compared to 204,744 sold in the first eight months of 2016.

Notable vehicle sales in August include the BMW 4 Series and BMW 5 Series, which both showed strong gains for the second straight month, and the BMW X1. The BMW 4 Series increased 49.3 percent to 3,412 vehicles, while the BMW 5 Series which increased 37.6 percent to 3,587 vehicles. The BMW X1 increased 39 percent to 2,002 vehicles.

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“Even as we are reporting the August sales, our thoughts are with those in the devastated areas of Texas and Louisiana, especially our many employees and colleagues. We are making significant contributions to the American Red Cross to relieve as much of the suffering as possible,” said Bernhard Kuhnt, President and CEO, BMW of North America. “August numbers were a bit unusual in that sedans outpaced our SAV’s as model year change over for the X5 and new model production of the X3 significantly restricted availability of our especially popular SAV models. This of course will improve as production ramps up.”

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MINI Brand Sales

For August, MINI USA reported 4,448 vehicles sold, a decrease of 10.5 percent from the 4,969 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 31,051 vehicles sold, a decrease of 11.0 percent from 34,887 vehicles sold in the first eight months of 2016.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported August sales of 28,001 vehicles, a decrease of 8.2 percent from the 30,500 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 5.8 percent on sales of 225,655 vehicles in the first eight months of 2017 compared to 239,631 in the same period in 2016.

BMW Group Electrified Vehicle Sales

Sales of BMW Group electric and plug-in hybrid electric vehicles increased 9.2 percent to 11,672 through August 2017, accounting for 5.2 percent of total BMW brand sales in the U.S. Currently, BMW offers six electrified vehicle models in the U.S., including the BMW i3 and BMW i8, as well as the BMW i Performance models: BMW 330e, BMW 530e, BMW 740e and the BMW X5 xDrive 40e. MINI offers the MINI Countryman plug-in-hybrid electric vehicle, which launched in June 2017.

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

	Aug. 2017	Aug. 2016	%	YTD Aug. 2017	YTD Aug. 2016	%
BMW brand	23,553	25,531	-7.7	194,604	204,744	-5.0
BMW passenger cars	16,708	15,730	6.2	127,510	140,605	-9.3
BMW light trucks	6,845	9,801	-30.2	67,094	64,139	4.6
MINI brand	4,448	4,969	-10.5	31,051	34,887	-11
TOTAL Group	28,001	30,500	-8.2	225,655	239,631	-5.8

BMW Pre-Owned Vehicles

- In August, BMW Certified Pre-Owned sold 11,600 vehicles, a decrease of 3 percent from August 2016.
- Total BMW Pre-Owned sold 20,392 vehicles, a decrease of 16.5 percent from August 2016.

- Total BMW Pre-Owned cars sold year-to-date were 160,999, a 10.3 percent increase from the first eight months of 2016.

MINI Pre-Owned Vehicles

- In August, MINI Certified Pre-Owned sold 984 vehicles, a decrease of 22.3 percent from August 2016.
- Total MINI Pre-Owned sold 2,694 vehicles in August 2017, a decrease of 2.8 percent from August 2016.
- Total MINI Pre-Owned sales year-to-date were 21,002, a 10.1 percent increase from the first eight 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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 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.