

BMW Group

U.S. Press Information

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BMW Group U.S. Reports September 2017 Sales

- **BMW brand sales increase 0.7 percent**
- **MINI brand sales decrease 7.2 percent**

Woodcliff Lake, NJ – October 3, 2017... Sales of BMW brand vehicles increased 0.7 percent in September for a total of 25,571 compared to 25,389 vehicles sold in September 2016. Year-to-date, the BMW brand is down 4.3 percent in the U.S. on sales of 220,175 vehicles compared to 230,133 sold in the first nine months of 2016.

Notable vehicle sales in September include the BMW 4 Series and BMW 5 Series, which both showed strong gains for the third straight month, and the BMW X5. The BMW 4 Series increased 58.9 percent to 3,637 vehicles, while the BMW 5 Series increased 144.4 percent to 3,718 vehicles. The BMW X5 increased 6.0 percent to 3,975 vehicles.

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“The hot summer has given way to autumn and an uptick in sales, fueled in part by continued strong demand for the new 5 Series, as well as demand in Texas and Florida where customers are now replacing their flood and hurricane damaged vehicles,” said Bernhard Kuhnt, President and CEO, BMW of North America. “We are also anticipating growth in our Sports Activity Vehicles as expansion at our X model plant in South Carolina means we’ll have more X5’s this month followed by the eagerly awaited introduction of the all-new X3 in November.”

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MINI Brand Sales

For September, MINI USA reported 3,736 vehicles sold, a decrease of 7.2 percent from the 4,024 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 34,787 vehicles sold, a decrease of 10.6 percent from 38,911 vehicles sold in the first nine months of 2016.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported September sales of 29,307 vehicles, a decrease of 0.4 percent from the 29,413 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 5.2 percent on sales of 254,962 vehicles in the first nine months of 2017 compared to 269,044 in the same period in 2016.

BMW Group Electrified Vehicle Sales

Sales of BMW Group electric and plug-in hybrid electric vehicles increased 14.9 percent to 13,533 through September 2017 (YTD), accounting for 5.3 percent of total BMW Group 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, September 2017

	Sept. 2017	Sept. 2016	%	YTD Sept. 2017	YTD Sept. 2016	%
BMW brand	25,571	25,389	0.7	220,175	230,133	-4.3
BMW passenger cars	18,435	16,807	9.7	145,945	157,412	-7.3
BMW light trucks	7,136	8,582	-16.8	74,230	72,721	2.1
MINI brand	3,736	4,024	-7.2	34,787	38,911	-10.6
TOTAL Group	29,307	29,413	-0.4	254,962	269,044	-5.2

BMW Pre-Owned Vehicles

- In September, BMW Certified Pre-Owned sold 10,597 vehicles, a decrease of 5.2 percent from September 2016.
- Total BMW Pre-Owned sold 19,690 vehicles, a decrease of 13.7 percent from September 2016.

- Total BMW Pre-Owned cars sold year-to-date were 180,689, a 7.1 percent increase from the first nine months of 2016.

MINI Pre-Owned Vehicles

- In September, MINI Certified Pre-Owned sold 847 vehicles, a decrease of 8.4 percent from September 2016.
- Total MINI Pre-Owned sold 2,438 vehicles in September 2017, an increase of 9.1 percent from September 2016.
- Total MINI Pre-Owned sales year-to-date were 23,440, a 10.0 percent increase from the first nine 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.