

BMW Group

U.S. Press Information

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BMW Group U.S. Reports October 2017 Sales

- **BMW Group sales total 26,877 vehicles in October**
 - **BMW brand sales decrease 3.4 percent**
 - **MINI brand sales decrease 7.2 percent**
- **BMW Group Electrified Vehicles Sales total 15,595 YTD**

Woodcliff Lake, NJ – November 2, 2017... Sales of BMW brand vehicles decreased 3.4 percent in October for a total of 23,208 compared to 24,017 vehicles sold in October 2016. Year-to-date, the BMW brand is down 4.2 percent in the U.S. on sales of 243,383 vehicles compared to 254,150 sold in the first ten months of 2016.

Notable vehicle sales in October include the new BMW 5 Series and BMW 4 Series, which both showed strong gains for the fourth straight month, and the BMW X5. The BMW 5 Series increased 132.3 percent to 3,396 vehicles, while the BMW 4 Series increased 11.5 percent to 3,181 vehicles. The BMW X5 increased 9.5 percent to 4,254 vehicles.

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“Both the new 5 Series and 4 Series continued to perform well in October, while X5 numbers were bolstered by increased availability in the market,” said Bernhard Kuhnt, President and CEO, BMW of North America. “Electrified vehicles also showed strong momentum last month, with nearly 20% of all 5 Series sold as plug-in hybrids. With the launch of the all-new BMW X3 just days away, we have high anticipation for November.”

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MINI Brand Sales

For October, MINI USA reported 3,669 vehicles sold, a decrease of 7.2 percent from the 3,954 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 38,456 vehicles sold, a decrease of 10.3 percent from 42,865 vehicles sold in the first ten months of 2016.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported October sales of 26,877 vehicles, a decrease of 3.9 percent from the 27,971 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 5.1 percent on sales of 281,839 vehicles in the first ten months of 2017 compared to 297,015 in the same period in 2016.

BMW Group Electrified Vehicle Sales

Sales of BMW Group electric and plug-in hybrid electric vehicles increased 20.6 percent to 15,595 through October 2017 (YTD), accounting for 5.5 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, October 2017

	Oct. 2017	Oct. 2016	%	YTD Oct. 2017	YTD Oct. 2016	%
BMW brand	23,208	24,017	-3.4	243,383	254,150	-4.2
BMW passenger cars	16,569	15,453	7.2	162,514	172,865	-6.0
BMW light trucks	6,639	8,564	-22.5	80,869	81,285	-0.5
MINI brand	3,669	3,954	-7.2	38,456	42,865	-10.3
TOTAL Group	26,877	27,971	-3.9	281,839	297,015	-5.1

BMW Pre-Owned Vehicles

- In October, BMW Certified Pre-Owned sold 9,961 vehicles, a decrease of 11.9 percent from October 2016.
- Total BMW Pre-Owned sold 18,180 vehicles, a decrease of 16.6 percent from October 2016.

- Total BMW Pre-Owned cars sold year-to-date were 198,869, a 4.4 percent increase from the first ten months of 2016.

MINI Pre-Owned Vehicles

- In October, MINI Certified Pre-Owned sold 756 vehicles, a decrease of 25.6 percent from October 2016.
- Total MINI Pre-Owned sold 2,164 vehicles in October 2017, a decrease of 11.9 percent from October 2016.
- Total MINI Pre-Owned sales year-to-date were 25,604, a 7.8 percent increase from the first ten 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; technology offices in Silicon Valley, Chicago 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 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.