

BMW Group

U.S. Press Information

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BMW Group U.S. Reports February 2018 Sales.

- **BMW Group sales increase 7.5 percent in February 2018.**
 - **BMW brand sales increase 4.2 percent.**
 - **MINI brand sales increase 42.3 percent.**
- **BMW Group electrified vehicle sales total 1,963 in February 2018, accounting for 7.4 percent of vehicles sold in the U.S.**

Woodcliff Lake, NJ – March 1, 2018... Sales of BMW brand vehicles increased 4.2 percent in February 2018 for a total of 23,508 compared to 22,558 vehicles sold in February 2017.

Collectively, the BMW X models had a very strong month of sales, led specifically by the BMW X1 (2,857 vehicles), BMW X3 (3,281 vehicles) and BMW X5 (4,006 vehicles). Sales of the BMW 5 Series (3,185 vehicles) were also up 16.6 percent, marking an eighth straight month of growth.

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“There’s nothing like solid February numbers to warm a winter day, and the BMW momentum of the last several months continues and will increase as highly anticipated new models come to market,” said Bernhard Kuhnt, President and CEO, BMW of North America. “This month we welcome the all-new BMW X2 to our model line-up; the new X4 is also in the pipeline; and availability of the X3 continues increasing. Couple all that with the positive numbers from MINI, and BMW Group has a lot to look forward to this year.”

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MINI Brand Sales

For February, MINI USA reported 3,065 vehicles sold, an increase of 42.3 percent from the 2,154 sold in the same month a year ago.

BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported February sales of 26,573 vehicles, an increase of 7.5 percent from the 24,712 vehicles sold in the same month a year ago.

BMW Group Electrified Vehicle Sales

Electric and plug-in hybrid electric vehicles sales totaled 1,936 vehicles, accounting for 7.4 percent of BMW Group vehicles sales in February.

BMW Group currently offers seven electrified models in the U.S., including the BMW i3, BMW i8, BMW 330e, BMW 530e, BMW 740e BMW X5 xDrive 40e and MINI Countryman plug-in-hybrid electric vehicle.

Table 1: New Vehicle Sales BMW of North America, LLC, February 2018

	Feb 2018	Feb 2017	%	YTD 2018	YTD 2017	%
BMW brand	23,508	22,558	4.2	42,524	40,667	4.6
BMW passenger cars	14,983	13,887	7.9	26,893	24,926	7.9
BMW light trucks	8,525	8,671	-1.7	15,631	15,741	-0.7
MINI brand	3,065	2,154	42.3	6,002	5,264	14
TOTAL Group	26,573	24,712	7.5	48,526	45,931	5.6

BMW Pre-Owned Vehicles

- In February, BMW Certified Pre-Owned sold 9,568 vehicles, a decrease of 15 percent from February 2017.
- Total BMW Pre-Owned sold 17,930 vehicles, a decrease of 11.5 percent from February 2017.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 860 vehicles in February, a decrease of 1.5 percent from February 2017.
- Total MINI Pre-Owned sold 2,244 vehicles in February, a decrease of 7 percent from February 2017.

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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.