

# BMW Group

## U.S. Press Information

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### BMW Group U.S. Reports March 2018 Sales.

- **BMW Group sales decrease 0.4 percent in March 2018.**
  - **BMW brand sales increase 1 percent.**
  - **MINI brand sales decrease 9.1 percent.**
- **BMW Group electrified vehicle sales increase 71.1, accounting for 7.4 percent of total U.S. sales in March 2018.**

**Woodcliff Lake, NJ – April 3, 2018...** Sales of BMW brand vehicles increased 1 percent in March 2018 for a total of 31,311 compared to 31,015 vehicles sold in March 2017. Through Q1 2018, BMW brand sales are up 3.0 percent year-over-year.

BMW brand sales in March 2018 were once again led by BMW's lineup of Sports Activity Vehicles and the BMW 5 Series, which has shown strong growth for nine straight months.

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“It’s Spring and thoughts naturally turn to new cars with March giving us another uptick in sales – five months in a row – as the 5 Series continues to defy conventional thinking and proves there’s still a place in the market for a great sedan,” said Bernhard Kuhnt, President and CEO, BMW of North America. “At the same time, our X model lineup is expanding with the X2 now fully in the marketplace and Sports Activity Vehicles nearing 50% of our sales.”

### MINI Brand Sales

For March, MINI USA reported 4,531 vehicles sold, a decrease of 9.1 percent from the 4,987 sold in the same month a year ago.

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### BMW Group Sales

In total, BMW Group in the U.S. (BMW and MINI combined) reported March 2018 sales of 35,842 vehicles, a decrease of 0.4 percent from the 36,002 vehicles sold in the same month a year ago.

### BMW Group Electrified Vehicle Sales

BMW Group in the U.S. (BMW and MINI combined) sales of electric and plug-in hybrid electric vehicles totaled 2,662 in March 2018, an increase of 71.1 percent from the 1,556 sold in the same month a year ago. BMW Group electrified vehicles accounted for 7.4 percent of U.S. sales in March 2018.

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, March 2018**

	March 2018	March 2017	%	YTD 2018	YTD 2017	%
<b>BMW brand</b>	<b>31,311</b>	<b>31,015</b>	<b>1.0</b>	<b>73,835</b>	<b>71,682</b>	<b>3.0</b>
BMW passenger cars	20,648	18,699	10.4	47,541	43,625	9.0
BMW light trucks	10,663	12,316	-13.4	26,294	28,057	-6.3
<b>MINI brand</b>	<b>4,531</b>	<b>4,987</b>	<b>-9.1</b>	<b>10,533</b>	<b>10,251</b>	<b>2.8</b>
<b>TOTAL Group</b>	<b>35,842</b>	<b>36,002</b>	<b>-0.4</b>	<b>84,368</b>	<b>81,933</b>	<b>3.0</b>

### BMW Pre-Owned Vehicles

- In March, BMW Certified Pre-Owned sold 11,666 vehicles, a decrease of 8 percent from March 2017.
- Total BMW Pre-Owned sold 22,690 vehicles, an increase of 4.5 percent from March 2017.

### MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 1,122 vehicles in March, an increase of 6.3 percent from March 2017.

- Total MINI Pre-Owned sold 3,025 vehicles in March, an increase of 2.4 percent from March 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](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).