

BMW Group

U.S. Press Information

For Release: May 1, 2018

Contact: Kenn Sparks
Dept. Head, U.S. Corporate Communications
BMW of North America, LLC
(201) 307-4467 / Kenn.Sparks@bmwna.com

Phil Dilanni
Corporate Communications Manager
BMW of North America, LLC
(201) 571-5660 / phil.dilanni@bmwna.com

BMW Group U.S. Reports April 2018 Sales.

- **BMW Group sales increase 4.2 percent in April 2018.**
 - **BMW brand sales increase 3.8 percent.**
 - **MINI brand sales increase 7.2 percent.**
- **BMW Group electrified vehicle sales increase 52.3 percent, accounting for 7.3 percent of total U.S. sales in April 2018.**

Woodcliff Lake, NJ – May 1, 2018... Sales of BMW Group vehicles in the U.S. increased 4.2 percent in April 2018 for a total of 27,213 vehicles (BMW and MINI brands combined), compared with 26,105 vehicles sold in the same month a year ago. Year-to-date BMW Group sales in the U.S. are up 3.3 percent from the first four months of 2017.

“The evidence of spring is all around us but for a car company there’s no better sign than sales momentum as both BMW and MINI enter May with solid increases over a year ago,” said Bernhard Kuhnt, president and CEO, BMW of North America. “The BMW X models, especially X1, X3 and X5, continue to lead the way with our Sports Activity Vehicles accounting for 51% of April sales.”

BMW Brand Sales

Sales of BMW brand vehicles increased 3.8 percent in April 2018 for a total of 23,482 compared to 22,624 vehicles sold in April 2017. Year-to-date, the BMW brand is up 3.2 percent on sales of 97,317 vehicles compared to 94,306 sold in the first four months of 2017.

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201)307-4095

Internet
bmwgroupna.com

- more -



BMW brand sales in April 2018 were led by BMW's lineup of Sports Activity Vehicles up 28.9% in April and 6.3% year-to-date.

MINI Brand Sales

For April, MINI USA reported 3,731 vehicles sold, an increase of 7.2 percent from the 3,481 sold in the same month a year ago. The MINI Countryman continued its strong performance this month, rising 44 percent compared to April 2017 and contributing to a 73.6 percent year-to-date increase over Countryman sales in the first four months of 2017.

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 1,973 in April 2018, an increase of 60.9 percent from the 1,226 sold in the same month a year ago. BMW Group electrified vehicles accounted for 7.3 percent of U.S. sales in April 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, April 2018

	April 2018	April 2017	%	YTD 2018	YTD 2017	%
BMW brand	23,482	22,624	3.8	97,317	94,306	3.2
BMW passenger cars	15,032	15,168	-0.9	62,573	58,793	6.4
BMW light trucks	8,450	7,456	13.3	34,744	35,513	-2.2
MINI brand	3,731	3,481	7.2	14,264	13,732	3.9
TOTAL Group	27,213	26,105	4.2	111,581	108,038	3.3

BMW Pre-Owned Vehicles

- In April, BMW Certified Pre-Owned sold 10,507 vehicles, a decrease of 17.6 percent from April 2017.
- Total BMW Pre-Owned sold 20,269 vehicles, a decrease of 1.6 percent from April 2017.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 1,065 vehicles in April, an increase of 0.9 percent from April 2017.
- Total MINI Pre-Owned sold 2,492 vehicles in April, a decrease of 15.2 percent from April 2017.

#

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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and 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 345 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.

#

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.