

BMW Group

U.S. Press Information

For Release: January 3, 2019

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

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

BMW Reports December 2018 and Year-End U.S. Sales.

- **BMW brand sales increase for 14th consecutive month.**
- **U.S. built BMW X3 posts best year of sales of any SAV in BMW history**
- **BMW 5 Series iPerformance is best-selling premium plug-in hybrid in U.S.**

Woodcliff Lake, NJ – January 3, 2019... Sales of BMW brand vehicles increased 0.3 percent in December 2018 for a total of 34,357 compared to 34,253 vehicles sold in December 2017. For the full year, BMW brand sales increased 1.7 percent on total sales of 311,014 compared to the 305,685 sold in 2017.

“We have seen the momentum building throughout 2018 and BMW in the U.S. starts the New Year with 14 straight months of sales increases and our best sales month ever for our U.S. built BMW X3 Sports Activity Vehicle,” said Bernhard Kuhnt, President and CEO, BMW of North America. “Our optimism for 2019 is based on solid facts including the continued strong sales of the 5 Series, with the 5 Series PHEV as the best-selling luxury plug-in hybrid vehicle in the U.S. Now, the all-new X5 is making a strong impact in its first two months in the market and we are looking forward to the arrival of the all-new X7, and the highly anticipated launch of the all-new 3 Series in the months ahead.”

BMW’s lineup of Sports Activity Vehicles accounted for 63 percent of BMW brand sales in December 2018. For the tenth consecutive month, the BMW X3 was the top-selling BMW model in the U.S., followed by the new BMW X5. Taken together, the BMW X3 and X5 represented more than two out of every 5 BMW vehicles sold in the U.S. in December.

- more -



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

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

	Dec 2018	Dec 2017	%	YTD 2018	YTD 2017	%
BMW passenger cars	17,428	21,580	-19.2%	193,465	202,201	-4.3%
BMW light trucks	16,929	12,673	33.6%	117,549	103,484	13.6%
TOTAL BMW	34,357	34,253	0.3%	311,014	305,685	1.7%

BMW Group Electrified Vehicle Sales

BMW brand sales of electric and plug-in hybrid electric vehicles totaled 2,774 in December 2018, an increase of 2.0 percent over the 2,720 sold in the same month a year ago. For the full year, combined sales of BMW Group (BMW and MINI) electrified vehicles exceeded 25,000 for the first time, and grew 17.9 percent in comparison with 2017.

BMW Group currently offers five electrified models in the U.S., including the BMW i3, BMW i8 and i8 Roadster, BMW 530e, BMW 740e, and MINI Countryman plug-in-hybrid electric vehicle. Plug-in hybrid versions of the all-new BMW X5 and the all-new BMW 3 Series have been announced and will begin sales in the U.S. at a future date.

MINI Brand Sales

For December, MINI USA reported 2,797 vehicles sold, a decrease of 39.3 percent from the 4,611 sold in the same month a year ago. Total year sales for the MINI Countryman sport-activity vehicle increased 18.2 percent in 2018 compared with 14,864 sales in 2017. In 2018, MINI USA reported a total of 43,684 vehicles sold, a decrease of 7.3 percent from the 47,105 vehicles sold in 2017.

BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sold 9,858 vehicles, a decrease of 14.9 percent from December 2017.
- Total BMW Pre-Owned sold 21,388 vehicles, a decrease of 0.7 percent from December 2017.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 988 vehicles in December, an increase of 16.8 percent from December 2017.
- Total MINI Pre-Owned sold 2,461 vehicles in December, decrease of 6.5 percent from December 2017. For the whole of 2018, total MINI Pre-Owned sales increased 4.9 percent compared with 2017.

Table 2: Pre-Owned Vehicle Sales BMW of North America, LLC, December 2018

	Dec 2018	Dec 2017	%	YTD 2018	YTD 2017	%
BMW CPO	9,858	11,589	-14.9%	123,291	135,864	-9.3%
BMW Total Pre-Owned	21,388	21,542	-0.7%	244,665	238,586	2.5%
MINI CPO	988	846	16.8%	13,539	10,922	24.0%
MINI Total Pre-Owned	2,461	2,631	-6.5%	31,867	30,381	4.9%

#

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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 346 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 37 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.