

# BMW Group

## U.S. Press Information

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### BMW of North America Reports April 2019 U.S. Sales.

- **Overall BMW Brand Sales Increase 1.4%**
- **BMW X7 Sports Activity Vehicle and All-New BMW 3 Series Sedan Continue to Drive Growth in the U.S.**

**Woodcliff Lake, NJ – May 1, 2019...** Sales of BMW brand vehicles increased 1.4 percent in April 2019 for a total of 23,816 over the 23,482 vehicles sold in April 2018.

BMW Sports Activity Vehicles continue to drive sales growth in the U.S., led by the BMW X3, BMW X5 and the BMW X7, which sold 2,291 units in its second full month of availability. The all-new BMW 3 Series sedan also performed particularly well, with an increase of 2.6 percent over April 2018, while the BMW 5 Series sedan remains the leader in its segment.

“We’ve said before that our focus for 2019 would be profitability and growth -- and we’re right where we want to be,” said Bernhard Kuhnt, president and CEO, BMW of North America. “Demand for the BMW X7 only continues to grow, and the new 3 Series, with its suite of new technology features and exceptional driving dynamics has drawn rave reviews from our dealers, the media and most importantly, our customers.”

**Table 1: New Vehicle Sales BMW of North America, LLC, April 2019**

	<b>April 2019</b>	<b>April 2018</b>	<b>%</b>	<b>YTD 2019</b>	<b>YTD 2018</b>	<b>%</b>
BMW passenger cars	12,361	15,032	-17.8%	54,047	62,573	-13.6%
BMW light trucks	11,455	8,450	35.6%	43,657	34,744	25.7%
<b>TOTAL BMW</b>	<b>23,816</b>	<b>23,482</b>	<b>1.4%</b>	<b>97,704</b>	<b>97,317</b>	<b>0.4%</b>

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### BMW Group Electrified Vehicle Sales

BMW Group sales of electric and plug-in hybrid electric vehicles decreased 52.3 percent in April 2019 vs. April 2018. Model changeover has limited the current BMW Group electrified lineup to five models including the BMW i3, BMW i8 and i8 Roadster, BMW 530e, and MINI Countryman plug-in hybrid electric vehicle. Plug-in hybrid variants of the BMW X5, the all-new BMW 3 Series and updated BMW 7 Series recently debuted at the Geneva International Motor Show. These models and a plug-in-hybrid variant of the BMW X3 will begin sales in the U.S. at a future date.

### MINI Brand Sales

For April, MINI USA reported 2,621 vehicles sold, a decrease of 29.8 percent from the 3,731 in the same month a year ago.

### BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sold 10,092 vehicles, a decrease of 3.9 percent from April 2018.
- Total BMW Pre-Owned sold 21,673 vehicles, an increase of 6.7 percent from April 2018.

### MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 1,170 vehicles, an increase of 9.9 percent from April 2018.
- Total MINI Pre-Owned sold 2,637 vehicles, an increase of 5.8 percent from April 2018.

**Table 2: Pre-Owned Vehicle Sales BMW of North America, LLC, April 2019**

	<b>April 2019</b>	<b>April 2018</b>	<b>%</b>	<b>YTD 2019</b>	<b>YTD 2018</b>	<b>%</b>
BMW CPO	10,092	10,507	-3.9%	37,572	40,854	-8.0%
<b>BMW Total Pre-Owned</b>	21,637	20,269	6.7%	80,990	77,859	4.0%
MINI CPO	1,170	1,065	9.9%	4,180	3,765	11.0%
<b>MINI Total Pre-Owned</b>	2,637	2,492	5.8%	9,703	9,800	-1.0%

### **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 347 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 123 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.

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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).