

# BMW Group

## U.S. Press Information

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**Contact:** Phil Dilanni  
BMW of North America, LLC  
(201) 571-5660 / [phil.dilanni@bmwna.com](mailto:phil.dilanni@bmwna.com)

Mariella Kapsaskis  
BMW of North America, LLC  
(201) 930-3166 / [mariella.kapsaskis@bmwna.com](mailto:mariella.kapsaskis@bmwna.com)

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

- **Overall BMW Brand Sales Increase 1.7%**
- **May Sales Success Once Again Highlighted by All-New BMW 3 Series Sedan and BMW X3, X5 and X7 Sports Activity Vehicles.**

**Woodcliff Lake, NJ – June 3, 2019...** Sales of BMW brand vehicles increased 1.7 percent in May 2019 for a total of 27,109 over the 26,662 vehicles sold in May 2018.

The all-new BMW 3 Series sedan – the core of the BMW “Ultimate Driving Machine” brand – is proving that there is still room for a high-performing sports sedan in the U.S. market, selling more than 4,300 units in May 2019. The BMW X3 Sports Activity Vehicle continues to be the best-selling BMW model in the U.S. with nearly 6,200 units sold in May 2019. BMW Sports Activity Vehicles in total – including X1 through X7 – account for 56% of BMW sales YTD.

“We owe much of our continued growth in 2019 to the new 3 Series sedan and our fleet of U.S.-built Sports Activity Vehicles,” said Bernhard Kuhnt, president and CEO, BMW of North America. “I’ve said it before, but as a result of our ongoing product offensive, we have the right product that our customers are looking for right now.”

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

	May 2019	May 2018	%	YTD 2019	YTD 2018	%
BMW passenger cars	13,566	17,074	- 20.5	67,613	79,647	- 15.1%
BMW light trucks	13,543	9,588	41.2	57,200	44,332	29%
<b>TOTAL BMW</b>	<b>27,109</b>	<b>26,662</b>	<b>1.7</b>	<b>124,813</b>	<b>123,979</b>	<b>0.7%</b>

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](http://bmwgroupna.com)



**BMW Group Electrified Vehicle Sales**

BMW Group sales of electric and plug-in hybrid electric vehicles decreased 29.7 percent in May 2019 vs. May 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 May, MINI USA reported 2,822 vehicles sold, a decrease of 33.2 percent from the 4,226 in the same month a year ago.

**BMW Pre-Owned Vehicles**

- BMW Certified Pre-Owned sold 10,306 vehicles, a decrease of 15.1 percent from May 2018.
- Total BMW Pre-Owned sold 21,621 vehicles, a decrease of 6.6 percent from May 2018.

**MINI Pre-Owned Vehicles**

- MINI Certified Pre-Owned sold 1,201 vehicles, a decrease of 13 percent from May 2018.
- Total MINI Pre-Owned sold 2,807 vehicles, a decrease of 6.7 percent from May 2018.

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

	<b>May 2019</b>	<b>May 2018</b>	<b>%</b>	<b>YTD 2019</b>	<b>YTD 2018</b>	<b>%</b>
BMW CPO	10,306	12,145	<b>-15.1%</b>	47,878	52,998	<b>-9.7%</b>
<b>BMW Total Pre-Owned</b>	<b>21,621</b>	<b>23,147</b>	<b>-6.6%</b>	<b>102,611</b>	<b>101,005</b>	<b>1.6%</b>
MINI CPO	1,201	1,381	<b>-13.0%</b>	5,381	5,146	<b>4.6%</b>
<b>MINI Total Pre-Owned</b>	<b>2,807</b>	<b>3,009</b>	<b>-6.7%</b>	<b>12,510</b>	<b>12,809</b>	<b>-2.3%</b>

## **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, 122 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).