

BMW Group

U.S. Press Information

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BMW of North America Reports September 2019 U.S. Sales.

- **BMW Brand Sales Increase 6.0% in September.**

Woodcliff Lake, NJ – October 1, 2019... BMW brand sales totaled 27,467 vehicles in September 2019, an increase of 6.0 percent over the 25,908 vehicles sold in September 2018. Year-to-date, BMW brand sales in the U.S. are up 3.3 percent.

“With September’s results, we have now achieved positive sales growth in 24 of the past 25 months,” said Bernhard Kuhnt, president and CEO, BMW of North America. “We thank our customers for their continued confidence in our new products and look ahead to year-end, with a focus on maintaining the momentum that our dealer network has built with us over this time.”

BMW brand sales in September were once again driven primarily by the BMW X3 (5,943 vehicles) and BMW X5 (4,339 vehicles) Sports Activity Vehicles, as well as the all-new seventh generation BMW 3 Series sedan (4,303 vehicles).

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

	Sept. 2019	Sept. 2018	%	YTD 2019	YTD 2018	%
BMW passenger cars	14,458	16,737	-13.6%	122,409	144,204	-15.1
BMW light trucks	13,009	9,171	41.8%	110,018	80,861	36.1
TOTAL BMW	27,467	25,908	6.0%	232,427	225,065	3.3%

BMW Group Electrified Vehicle Sales



Sales of BMW Group electric and plug-in hybrid electric vehicles decreased 52.5 percent in September 2019 vs. September 2018. Model changeover has limited the current BMW Group electrified lineup to six models including the new BMW 745e and

the BMW i3, BMW i8 Coupe, BMW i8 Roadster, BMW 530e, and MINI Countryman plug-in hybrid electric vehicle. Several new plug-in hybrid BMW models will arrive in 2020. The fully electric MINI Cooper SE will also arrive in 2020.

MINI Brand Sales

- For September, MINI USA reported 3,505 vehicles sold, an increase of 1.3 percent from the 3,461 in the same month a year ago.

BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sold 9,122 vehicles, a decrease of 7.5 percent from September 2018.
- Total BMW Pre-Owned sold 19,756 vehicles, a decrease of 2.3 percent from September 2018.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 913 vehicles, a decrease of 23.5 percent from September 2018.
- Total MINI Pre-Owned sold 2,140 vehicles, a decrease of 22.8 percent from September 2018.

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

	Sept. 2019	Sept. 2018	%	YTD 2019	YTD 2018	%
BMW CPO	9,122	9,857	-7.5%	87,220	95,851	-9.0%
BMW Total Pre-Owned	19,756	20,220	-2.3%	186,177	186,381	-0.1%
MINI CPO	913	1,193	-23.5%	9,889	10,597	-6.7%
MINI Total Pre-Owned	2,140	2,773	-22.8%	22,898	24,904	-8.1%

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 348 BMW passenger car and BMW Sports Activity Vehicle centers, 149 BMW motorcycle retailers, 122 MINI passenger car dealers, and 38 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 and www.press.bmwna.com.