

# BMW Group

## U.S. Press Information

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

- **BMW Brand Sales Increase 9.4% in October.**

**Woodcliff Lake, NJ – November 1, 2019...** BMW sales totaled 25,440 vehicles in October 2019, an increase of 9.4 percent over the 23,262 vehicles sold in October 2018. Year-to-date, BMW sales in the U.S. are up 3.8 percent.

Through October, BMW Sports Activity Vehicles have driven growth in the U.S. and currently account for 57% of sales. Increased availability of the U.S.-built BMW X3 (+18.3% YTD) and BMW X5 (+27.6% YTD), and the addition of the BMW X7, have contributed to the positive gains.

“Since the start of 2018 we have introduced more than 40 new and refreshed models to market. We will add to this total at the Los Angeles Auto Show later this month when we debut several more, ranging from the BMW M8 Gran Coupe and M2 CS, to electrified variants of two of our most important models, the BMW X3 and BMW 3 Series,” said Bernhard Kuhnt, president and CEO, BMW of North America. “This range and the diversity of our product lineup not only provides our customers with choices, but enables us to fulfill their needs and be truly customer centric.”

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

	<b>Oct. 2019</b>	<b>Oct. 2018</b>	<b>%</b>	<b>YTD 2019</b>	<b>YTD 2018</b>	<b>%</b>
BMW passenger cars	12,276	15,322	-19.9	134,685	159,526	-15.6
BMW light trucks	13,164	7,940	65.8	123,182	88,801	38.7
<b>TOTAL BMW</b>	<b>25,440</b>	<b>23,362</b>	<b>9.4%</b>	<b>257,867</b>	<b>248,327</b>	<b>3.8%</b>

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**MINI Brand Sales**

- For October, MINI USA reported 2,962 vehicles sold, a decrease of 6.4 percent from the 3,166 in the same month a year ago.

**BMW Pre-Owned Vehicles**

- BMW Certified Pre-Owned sold 10,185 vehicles, an increase of 12.3 percent from October 2018.
- Total BMW Pre-Owned sold 22,033 vehicles, an increase of 18.3 percent from October 2018.

**MINI Pre-Owned Vehicles**

- MINI Certified Pre-Owned sold 877 vehicles, a decrease of 10.8 percent from October 2018.
- Total MINI Pre-Owned sold 2,154 vehicles, a decrease of 6.5 percent from October 2018.

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

	<b>Oct. 2019</b>	<b>Oct. 2018</b>	<b>%</b>	<b>YTD 2019</b>	<b>YTD 2018</b>	<b>%</b>
BMW CPO	10,185	9,072	12.3%	97,405	104,923	-7.2%
<b>BMW Total Pre-Owned</b>	<b>22,033</b>	<b>18,628</b>	<b>18.3%</b>	<b>208,210</b>	<b>205,009</b>	<b>1.6%</b>
MINI CPO	877	983	-10.8%	10,766	11,580	-7.0%
<b>MINI Total Pre-Owned</b>	<b>2,154</b>	<b>2,304</b>	<b>-6.5%</b>	<b>25,052</b>	<b>27,208</b>	<b>-7.9%</b>

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**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, 121 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.bmwusa.com](http://www.bmwusa.com) and [www.press.bmwna.com](http://www.press.bmwna.com).