

BMW Group

U.S. Press Information

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

- **BMW Brand Sales Increase 10.2% in November.**

Woodcliff Lake, NJ – December 3, 2019... BMW sales totaled 31,213 vehicles in November 2019, an increase of 10.2 percent over the 28,330 vehicles sold in November 2018. Year-to-date, BMW sales in the U.S. are up 4.5 percent.

November highlights include the seventh generation BMW 3 Series sedan (6,283 units), as well as the BMW X3 (5,948 units) and X5 (5,359 units) Sports Activity Vehicles. The BMW X7 Sports Activity Vehicle, which represents the pinnacle of BMW's X model lineup and features range topping luxury with seating for up to seven, enjoyed its best month since its launch in March (2,614 units).

"We enter the final month of 2019 in the midst of our annual 'Road Home' sales event with optimism for a strong year-end and a prosperous year ahead," said Bernhard Kuhnt, president and CEO, BMW of North America. "We at BMW would like to wish all of our customers and dealers a very happy and healthy holiday season."

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

	Nov. 2019	Nov. 2018	%	YTD 2019	YTD 2018	%
BMW passenger cars	16,014	16,511	-3.0%	150,699	176,037	-14.4%
BMW light trucks	15,199	11,819	28.6%	138,381	100,620	37.5
TOTAL BMW	31,213	28,330	10.2%	289,080	276,657	4.5%



MINI Brand Sales

- For November, MINI USA reported 3,067 vehicles sold, a decrease of 13.1 percent from the 3,528 in the same month a year ago.

BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sold 10,758 vehicles, an increase of 26.4 percent from November 2018.
- Total BMW Pre-Owned sold 21,998 vehicles, an increase of 20.4 percent from November 2018.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 952 vehicles, a decrease of 2.0 percent from November 2018.
- Total MINI Pre-Owned sold 2,367 vehicles, an increase of 7.7 percent from November 2018.

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

	Nov. 2019	Nov. 2018	%	YTD 2019	YTD 2018	%
BMW CPO	10,758	8,509	26.4%	108,163	113,432	-4.6%
BMW Total Pre-Owned	21,998	18,267	20.4%	230,208	223,276	3.1%
MINI CPO	952	971	-2.0%	11,718	12,551	-6.6%
MINI Total Pre-Owned	2,367	2,198	7.7%	27,419	29,406	-6.8%

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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.bmwusanews.com and www.press.bmwna.com.