

# BMW Group

## U.S. Press Information

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### BMW of North America Reports December 2019 and Year-End U.S. Sales.

- **BMW Brand Sales Increase 4.0% in December; Close 2019 Up 4.4%**

**Woodcliff Lake, NJ – January 3, 2020...** BMW sales totaled 35,746 vehicles in December 2019, an increase of 4.0 percent over the 34,357 vehicles sold in December 2018. For the full year 2019 BMW sales increased 4.4 percent on total sales of 324,826, compared to the 311,014 vehicles sold in 2018.

In 2019, BMW brand sales in the U.S. continued to rise on the strength of new model launches from the company's ongoing product offensive, and the increased availability of its U.S.-built Sports Activity Vehicles, including the best-selling X3 and X5 and first-ever X7. The all-new, seventh-generation of the iconic BMW 3 Series launched in February and was a top performer in the premium sedan segment.

"We've talked a lot over the course of the past two years about having the right product mix for the market, and we believe that with all of our recent launches, we have just that," said Bernhard Kuhnt, president and CEO, BMW of North America. "BMW currently has the youngest and most exciting product portfolio in the segment. We are very pleased with our results in 2019 and wish to thank both our customers and dealers for their tremendous support."

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

	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>%</b>	<b>TOT 2019</b>	<b>TOT 2018</b>	<b>%</b>
BMW passenger cars	14,850	17,428	-14.8%	165,549	193,465	-14.4%
BMW light trucks	20,896	16,929	23.4%	159,277	117,549	35.5%
<b>TOTAL BMW</b>	<b>35,746</b>	<b>34,357</b>	<b>4.0%</b>	<b>324,826</b>	<b>311,014</b>	<b>4.4%</b>



### MINI Brand Sales

- For December, MINI USA reported 2,310 vehicles sold, a decrease of 17.4 percent from the 2,797 in the same month a year ago. For the full year 2019 MINI sales decreased 17.4 percent on total sales of 36,092 compared to the 43,684 vehicles sold in 2018.

### BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sold 11,516 vehicles, an increase of 16.8 percent from December 2018.
- Total BMW Pre-Owned sold 23,242 vehicles, an increase of 8.7 percent from December 2018.

### MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 930 vehicles, a decrease of 5.9 percent from December 2018.
- Total MINI Pre-Owned sold 2,341 vehicles, a decrease of 4.9 percent from December 2018.

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

	<b>Dec. 2019</b>	<b>Dec. 2018</b>	<b>%</b>	<b>TOT 2019</b>	<b>TOT 2018</b>	<b>%</b>
BMW CPO	11,516	9,858	16.8%	119,679	123,290	-2.9%
<b>BMW Total Pre-Owned</b>	23,242	21,388	8.7%	253,450	244,664	3.6%
MINI CPO	930	988	-5.9%	12,648	13,539	-6.6%
<b>MINI Total Pre-Owned</b>	2,341	2,461	-4.9%	29,760	31,867	-6.6%

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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](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).