

BMW Group

U.S. Press Information

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BMW of North America Reports Q4 2020 and Full Year 2020 U.S. Sales Results.

- Strong finish to Q4 2020 includes two months of record consumer deliveries.
- Q4 2020 sales greatly exceed expectations, down only 2.0% in a challenging year.
- Consumer demand, collaboration with dealers, increased U.S. production and improved inventory levels propel strong fourth quarter.
- BMW Light Truck sales increase 9.6% in Q4 2020 vs Q4 2019; Full BMW X model line-up accounts for 60% of 2020 sales.

Woodcliff Lake, NJ – January 5, 2021... BMW of North America reported today sales results for Q4 2020 and the full year 2020 for the BMW and MINI brands in the U.S.*

BMW Brand

In the fourth quarter of 2020, BMW brand sales totaled 98,750 vehicles, only a 2.0% decrease from the 100,797 vehicles sold in the fourth quarter of 2019.** For the full year 2020, BMW brand sales decreased 17.5% on total sales of 278,732 compared to the 338,003 vehicles sold in 2019.

MINI Brand

MINI brand sales totaled 8,549 vehicles in the fourth quarter of 2020, a decrease of 3.6% vs the 8,864 vehicles sold in the fourth quarter of 2019.** For the full year 2020, MINI brand sales decreased 22.4% on total sales of 28,138 compared to the 36,272 vehicles sold in 2019.

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Despite the challenges posed by the ongoing global pandemic, BMW brand sales in the U.S. improved significantly in the second half of the year – including several outstanding months -- as the sales network reopened, production restarted, and inventory levels improved. The last four months of the year were particularly strong, owing much to increased production at Plant Spartanburg, which helped meet customer demand for top selling models such as the BMW X3, X5 and X7 Sports Activity Vehicles.

“There is no doubt that 2020 was a challenging year for automotive sales, but we have found that these challenges were due more to the circumstances, rather than consumer demand,” said Bernhard Kuhnt, president and CEO, BMW of North America. “We owe our dealers and regional teams a lot of credit for their flexibility and dedication while adapting to the situation. With their support we felt very confident throughout the second half of the year as consumer deliveries grew quickly -- even exceeding own expectations.”

Table 1: New Vehicle Sales BMW of North America, LLC, Q4 2020

	Q4 2020	Q4 2019**	%	TOT 2020	TOT 2019**	%
BMW passenger cars	43,746	50,627	-13.6%	132,580	177,784	-25.4%
BMW light trucks	55,004	50,170	+9.6%	146,152	160,219	-8.8%
TOTAL BMW	98,750	100,797	-2.0%	278,732	338,003	-17.5
TOTAL MINI	8,549	8,864	-3.6%	28,138	36,372	-22.4%

BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sales were 25,811 vehicles during the fourth quarter of 2020, a decrease of 20.5% from the same quarter a year ago. For the full year 2020, BMW Certified Pre-Owned sales were 108,593 vehicles, a decrease of 9.3% from the 119,682 vehicles sold in 2019.
- Total BMW Pre-Owned sales were 52,573 vehicles during the fourth quarter of 2020, a decrease of 21.9% from the same quarter a year ago. For the full year 2020, Total BMW Pre-Owned sales were 214,155, a decrease of 15.5% from the 253,456 vehicles sold in 2019.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sales were 2,175 vehicles during the fourth quarter of 2020, a decrease of 21.2% from the same quarter a year ago. For the full year 2020, MINI Certified Pre-Owned sales were 9,488, a decrease of 25% from the 12,648 vehicles sold in 2019.
- Total MINI Pre-Owned sales were 5,310 vehicles during the fourth quarter of 2020, a decrease of 22.6% from the same quarter a year ago. For the full year 2020, Total MINI Pre-Owned sales were 22,426, a decrease of 24.6% from the 29,761 vehicles sold in 2019.

Table 2: Pre-Owned Vehicle Sales BMW of North America, LLC, Q4 2020

	Q4 2020	Q4 2019	%	TOT 2020	TOT 2019	%
BMW CPO	25,811	32,459	-20.5%	108,593	119,682	-9.3%
BMW Total Pre-Owned	52,573	67,273	-21.9%	214,155	253,456	-15.5%
MINI CPO	2,175	2,759	-21.2%	9,488	12,648	-25%
MINI Total Pre-Owned	5,310	6,862	-22.6%	22,426	29,761	-24.6%

*The sales reported in today's figures are of BMW passenger cars and light trucks, as well as MINI passenger cars. Consistent with auto industry practice in the US, BMW of North America follows the U.S. Auto Industry Sales Release Schedule issued annually by Motor Intelligence for purposes of reporting sales of BMW passenger cars and light trucks and MINI passenger cars. As a result, the sales of BMW passenger cars and light trucks and MINI passenger cars reflected in today's Q4 2020 figures occurred between October 1, 2020 and January 4, 2021. Furthermore, the sales of BMW passenger cars and light trucks and MINI passenger cars reflected in today's full-year 2020 figures occurred between January 3, 2020 and January 4, 2021.

** In connection with a review of its sales and related reporting practices, BMW Group revised certain retail vehicle delivery data retrospectively for the period from 2015 through 2019 in its six most significant markets, including the United States. Additional information can be found in the March 12th [press release](#) announcing BMW Group's financial results for 2019 and in BMW Group's 2019 Annual Report.

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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; Design works, 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.