

BMW Group

U.S. Press Information

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BMW of North America Reports Q1 2021 U.S. Sales Results.

- BMW and MINI Brand Sales Both Increase 20% vs Q1 2020.
- Momentum of 2H 2020 Continues into Q1 2021.
- BMW M3 and M4 Launch Lifts Sedan Sales.

Woodcliff Lake, NJ – April 1, 2021... BMW of North America reported today sales results for Q1 2021 for the BMW and MINI brands in the U.S.*

BMW Brand

In the first quarter of 2021, BMW brand sales totaled 71,433 vehicles, a 20.1% increase from the 59,455 vehicles sold in the first quarter of 2020.

MINI Brand

MINI brand sales totaled 6,285 vehicles in the first quarter of 2021, an increase of 20% vs the 5,237 vehicles sold in the first quarter of 2020.

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BMW brand sales remained strong in the first quarter of 2021, building on the momentum generated during the second half of 2020. High numbers of consumer deliveries and high dealer turn rates are indicators of a healthy and sustained level of consumer demand. Sedan sales were boosted by the launches of the all-new BMW M3 and M4 this quarter, while the company's line up of Sports Activity Vehicles accounted for 58% of sales.

"BMW has led the premium segment and increased segment share in the U.S. in each of the past two years based on the strength of our product portfolio and dealer network," said Bernhard Kuhnt, president and CEO, BMW of North America. "We are off to a good start in 2021 and are looking forward to a successful year ahead."



Table 1: New Vehicle Sales BMW of North America, LLC, Q1 2021*

	Q1 2021	Q1 2020	%	TOT 2021	TOT 2020	%
BMW passenger cars	35,262	30,582	15.3%	35,262	30,582	15.3%
BMW light trucks	36,171	28,873	25.3%	36,171	28,873	25.3%
TOTAL BMW	71,433	59,455	20.1%	71,433	59,455	20.1%
TOTAL MINI	6,285	5,237	20%	6,285	5,237	20%

BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sales totaled 28,152 vehicles during the first quarter of 2021, an increase of 2.2% from the same quarter a year ago.
- Total BMW Pre-Owned sales were 51,874 vehicles during the first quarter of 2021, a decrease of 2.0% from the same quarter a year ago.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sales totaled 2,727 vehicles during the first quarter of 2021, an increase of 10.7% from the same quarter a year ago.
- Total MINI Pre-Owned sales were 5,963 vehicles during the first quarter of 2021, an increase of 6.7% from the same quarter a year ago.

Table 2: Pre-Owned Vehicle Sales BMW of North America, LLC, Q1 2021

	Q1 2021	Q1 2020	%	TOT 2021	TOT 2020	%
BMW CPO	28,152	27,542	2.2%	28,152	27,542	2.2%
BMW Total Pre-Owned	51,874	52,943	-2.0%	51,874	52,943	-2.0%
MINI CPO	2,727	2,464	10.7%	2,727	2,464	10.7%
MINI Total Pre-Owned	5,963	5,590	6.7%	5,963	5,590	6.7%

*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 Q1 2021 figures occurred between January 5, 2021 and March 31, 2021. The sales of BMW passenger cars and light trucks and MINI passenger cars reflected in Q1 2020 figures occurred between January 3, 2020 and March 31, 2020.

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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; a technology office in Silicon Valley, 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 349 BMW passenger car and BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 116 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, www.miniusanews.com and www.press.bmwna.com.