

BMW Group

U.S. Press Information

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BMW of North America Reports Q2 2021 U.S. Sales Results.

- Q2 2021 BMW Brand Sales Outpace Q2 2019 Totals by 15%.
- High Demand Drives Record Consumer Deliveries.

Woodcliff Lake, NJ – July 1, 2021... BMW of North America today reported Q2 2021 sales of 96,561 BMW vehicles in the U.S., an 89.5% increase compared to the same period last year, and a 15% increase compared to the same time period in 2019. Through the first half of 2021, BMW brand sales have increased by 52.2% compared to the pandemic-affected totals of 2020, while outpacing 2019 totals by 8.9%.

The company also reported Q2 2021 sales of 9,340 MINI vehicles in the U.S., a 76.6% increase compared to the time last period year. Year-to-date, MINI sales have increased 48.5% as compared to 2020.

BMW brand sales were balanced across the model range in the second quarter of 2021, with the BMW X3, BMW X5, and BMW X7 Sports Activity Vehicles, and the BMW 3 Series sedan as standouts. The company's lineup of Sports Activity Vehicles accounted for 60% of the quarter's sales.

"Thanks to the continued commitment of our dealers, and the strength of our production network, we have met the robust customer demand for BMW vehicles, and achieved a record number of consumer deliveries in the quarter," said Bernhard Kuhnt, president and CEO, BMW of North America. "The positive comparison to 2019 proves the growth and strength of our business."

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In early June BMW also unveiled two all-new electric vehicles in the U.S. – the BMW iX Sports Activity Vehicle and the BMW i4 Gran Coupe. Both vehicles will arrive in the market early next year.

Table 1: New Vehicle Sales BMW of North America, LLC, Q2 2021*

	Q2 2021	Q2 2020	%	YTD 2021	YTD 2020	%
BMW passenger cars	46,973	26,335	78.4%	82,235	56,917	44.5%
BMW light trucks	49,588	24,622	101.4%	85,759	53,495	60.3%
TOTAL BMW	96,561	50,957	89.5%	167,994	110,412	52.2%
TOTAL MINI	9,340	5,288	76.6%	15,625	10,525	48.5%

BMW Certified Pre-Owned Vehicles.

BMW reported Q2 2021 certified pre-owned vehicle sales of 32,363, a 21.1% increase from the same quarter a year ago. Year-to-date, BMW certified pre-owned vehicle sales total 60,515, an 11.5% increase over 1H 2020.

MINI Certified Pre-Owned Vehicles.

MINI reported Q2 2021 certified pre-owned vehicle sales of 3,384, an increase of 57.2% from the same quarter a year ago. Year-to-date, MINI certified pre-owned vehicle sales total 12,801, an 18.1% increase over 1H 2020.

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*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 U.S., 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 Q2 2021 figures occurred between April 1, 2021 and June 30, 2021.

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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 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.

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.