

BMW Group United Kingdom Corporate Communications



Media Information

07 January, 2011

BMW Group UK sales outperform the market in 2010 BMW secures position as UK's leading premium brand MINI achieves highest market share since launch

The BMW Group in the UK (BMW and MINI combined) has reported a rise of 10.8 per cent in its 2010 sales increasing from 138,549 to 153,312 vehicles compared to 2009 against a market which has seen overall sales increase by just under two per cent. BMW Group market share for the year increased to 7.5 per cent. The Group has seen sales increase in December to 12,147 vehicles, a rise of three and a half per cent compared to a six per cent decrease in the market, from the 11,725 vehicles sold in the same period in 2009.

“We have seen strong sales growth from BMW Group in the UK this year and, with sales exceeding 153,000 vehicles. BMW has not only secured its position as the UK's top premium brand in 2010 but has also increased its lead in the premium sector,” said Tim Abbott, Managing Director of BMW Group UK. “Both BMW and MINI brands have outperformed the market and in particular we have seen significant growth coming from the company car market. Sales of the 3 Series have exceeded our expectations driven by a strong performance from the 320d EfficientDynamics Saloon with its significant tax advantage. The new 5 Series Saloon has made an excellent start and we have also seen considerable incremental growth from the X1. MINI has seen its highest ever market share since it was launched and the new MINI Countryman has made an immediate impact with customers now waiting until the spring for delivery of their vehicles.

“Although the 2011 outlook is challenging, particularly in the first six months, we remain cautiously optimistic and we are going into the new year with a strong forward order position with our order bank double the size compared to this time last year,” Abbott concluded.

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BMW Brand Sales

In 2010, sales of BMW brand vehicles increased by 10.8 per cent with a total of 109,418 vehicles representing 5.39 per cent of the UK market.

MINI Brand Sales

Capturing more than two per cent of the market, MINI was the 9th best-selling car in the UK in 2010 with sales of 43,894 vehicles, an increase of more than 10 per cent compared to 2009.

BMW Group UK sales: January to December 2010:

	December 2010	% market share	December 2009	% market share	% change	Year to date 2010	% market share	Year to date 2009	% market share	% change
BMW	7,373	5.95	7,866	5.21	-6.26	109,418	5.39	98,683	4.95	10.87
MINI	4,774	3.86	3,859	2.56	23.71	43,894	2.16	39,866	2.00	10.10
Total BMW Group	12,147	9.81	11,725	7.77	3.59	153,312	7.55	138,549	6.95	10.65

Ends

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain.



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comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

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