

BMW Group

Corporate and Governmental Affairs

Media Information

8 December 2010

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BMW Group reports strongest sales growth so far this year

BMW Group sales increase by 19.8% in November

Solid growth in Germany, the U.S. and China

Sales target of more than 1.4 million for 2010 in sight

Munich. Sales growth at the BMW Group gathered further pace in November: With 129,014 (prev. yr. 107,718) BMW, MINI and Rolls-Royce brand vehicles sold, sales increased 19.8% compared with the same month last year. This was the BMW Group's highest percentage monthly growth of the year so far. A total of 1,319,827 vehicles (+13.5%; prev. yr.: 1,162,559) were delivered to customers in the first eleven months, already exceeding the total sales volume for 2009 (1,286,310 units) by the end of November.

"The BMW Group is well on its way to reaching its target of more than 1.4 million units for this year," said Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing. "Thanks to our ongoing product offensive, we are outperforming the market and were able to expand our market share worldwide once again in November. As we do so, we continue to aim for a good balance between our sales in Europe, the Americas and Asia."

The BMW Group increased its sales significantly in its three most important markets of Germany, the U.S. and China. In its domestic market of Germany, sales volumes for the BMW and MINI brands climbed 29.6% in November, with a total of 25,156 new vehicle registrations (prev. yr. 19,409). In the U.S., sales rose 25.2% to 22,883 vehicles (prev. yr. 18,272), making BMW the best-selling premium brand in November. In its third-largest market, China, sales surged 104.3% to 17,302 vehicles.

In addition, a number of other key markets across the world also reported positive trends and contributed to the BMW Group's double-digit sales growth in November, for example: South Korea (+89.8% to 1,860 units); South Africa (+32.3% to 2,094 units); Japan (+15.4% to 3,330 units); and Italy (+13% to 6,410 units).

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BMW brand sales were 19.7% higher in November, at 108,187 units (prev. yr. 90,391). Over the course of the year, retail volumes have risen to a total of 1,108,715 vehicles (+15%; prev. yr. 963,721 units).

The main growth drivers in November were the new BMW 5 Series models and the BMW X family: Sales of the 5 Series Sedan were up 86.9%, to 20,702 vehicles, while 5 Series Touring volumes climbed 62.9% to 5,073 units. Deliveries of the BMW 5 Series Gran Turismo more than doubled to 2,460 units. The company sold 9,160 BMW X1 vehicles in November, passing the 100,000-unit mark one year after its market launch at the end of October 2009. The BMW X5 continued to expand its segment leadership, as sales rose 17.2% to 8,853 vehicles in November. The BMW X6 was able to maintain its high level of sales at 4,018 units (+0.5%). The second generation of the BMW X3, introduced only last month, reported exceptionally strong new orders and a total of 1,062 vehicles were delivered to their new owners in November. The vehicle is slated for launch in the largest X3 market, the U.S., in January 2011.

MINI

MINI brand sales increased 19.3% in November to reach a total of 20,552 vehicles (prev. yr. 17,223). In the year to the end of November, 208,830 units (+5.4%; prev. yr. 198,203) were sold. The MINI Countryman also got off to an excellent start. Within two months of its market launch, it has become a major sales driver for the brand. With deliveries of 4,165 units, every fifth MINI sold in November was a Countryman.

The MINI Countryman – and the successful BMW X family – are at the forefront of the continuing trend towards innovative crossover and sports activity vehicles, characterized on the one hand by their everyday drivability, versatility and all-road capabilities and, on the other, by the feeling of safety their raised seating position affords. In the meantime, every fourth vehicle sold by the BMW Group is a sports activity vehicle.

Rolls-Royce

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The Rolls-Royce brand continued on its growth track in November, as deliveries climbed 164.4% to 275 vehicles, from 104 vehicles last November. A total of 2,282 Rolls-Royce cars were delivered to customers (+259.4%) in the first eleven months.

BMW Motorrad

With year-on-year sales growth of 7.8%, BMW Motorrad continued on its stable growth course in November, and for the eleventh consecutive month retail volumes were higher. A total of 5,930 motorcycles were sold – 427 more than in November 2009. In the year to the end of November 2010, 94,283 BMW motorcycles (prev. yr. 81,946 units) were delivered to customers worldwide – an increase of 15.1%. Thanks to its positive sales performance in a persistently difficult overall market that has shrunk by 11% since the start of the year, BMW Motorrad was able to expand its global market share of the relevant segment above 500cc.

BMW Group sales in / up to November 2010 at a glance

	In November 2010	Comp. to previous year	Up to/incl. November 2010	Comp. to previous year
BMW Group Automobiles	129,014	+19.8%	1,319,827	+13.5%
BMW	108,187	+19.7%	1,108,715	+15.0%
MINI	20,552	+19.3%	208,830	+5.4%
Rolls-Royce Motor Cars	275	+164.4%	2,282	+259.4%
BMW Motorcycles	5,930	+7.8%	94,283	+15.1%

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The BMW Group

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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, 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.