

# BMW Group

## Corporate and Governmental Affairs

Media Information  
9 March 2011

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### **BMW Group increases sales by 21.7% percent in February** Robertson: Exceptional growth from young, attractive model range Balanced, double-digit growth in Europe, Asia and the Americas

**Munich.** The BMW Group's sales growth continued to be solidly in the double-digit range in February. A total of 111,720 BMW, MINI and Rolls-Royce vehicles were delivered to customers (prev. yr. 91,763) – an increase of 21.7% compared to February 2010 and setting a new record high for the month. For the year to the end of February, sales volumes were 24.7% higher than in the first two months of the previous year, at 216,911 units (prev. yr. 173,913).

“Our young vehicle fleet is currently doing exceptionally well from the recovery of the car markets in many regions of the world. In particular, strong demand for the BMW X models, the BMW 5 Series and the MINI Countryman shows that our model range is right on target. We should also see further impetus from the new BMW 6 Series, which comes onto the market in the spring,” said Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing. “We expect this dynamic growth to continue throughout the first half of 2011, and then slow down somewhat in the second half of the year, due to base-line effects.”

BMW Group retail volumes rose on all continents and in virtually all markets in February. In Europe, the company's biggest region, sales grew 16.8% to 57,381 units. Asia accounted for 25,722 units and climbed 49.3% while sales in the Americas were up 14.7% to reach 24,640 vehicles in February.

In each of its three largest single markets, the BMW Group posted double-digit growth in February: New registrations in Germany climbed 20.8% to 18,883 vehicles. The company sold 19,919 vehicles (+10.8%) in the U.S. in February, and delivered a total of 16,511 vehicles (+72%) to customers in China.

A strong sales performance was also reported from important emerging markets in Asia and South America. In South Korea retail volumes increased 54.9% to 1,797 units. Sales in India rose 68.5% to 620 units. In Brazil volumes climbed 101.3% to 938 vehicles.

On a global scale, a total of 95,423 BMW brand vehicles were sold in February – an increase of 21.9% (prev. yr. 78,252). For the year to the end of February, sales were 25.8% higher at 186,279 units than for the same period last year (148,113).

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Rolls-Royce  
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MINI brand volumes also sustained their double-digit growth. Last month, 19.3% more MINI cars were delivered to customers worldwide than in February 2010 (13,444), with sales of 16,045 vehicles. 30,170 MINI cars were sold in the year to the end of February. This represents an increase of 17.6% (prev. yr. 25,646) compared with the first two months of 2010.

252 Rolls-Royce brand automobiles were delivered in February (+276.1%). In the year to the end of February, 462 Rolls-Royce motor cars were presented to customers around the world (+200%).

For a second time in a row, BMW motorcycles reported a strong performance compared with last year. In February, global sales grew 22.5% to reach 6,720 motorcycles (prev. yr. 5,485). Year to date, the company sold 11,434 BMW motorcycles (+23%). The second motorcycle brand of the BMW Group, Husqvarna Motorcycles, delivered 902 motorcycles (+46.9%) to customers in February. Year to date, sales grew 46.1% to 1,264 motorcycles compared with the first two months of 2011.

### BMW Group Sales in/up to February 2011 at a glance

	In Feb. 2011	Comp. with previous year	Up to/incl. Feb. 2011	Comp. with previous year
BMW Group automobiles	111,720	+21.7%	216,911	+24.7%
BMW	95,423	+21.9%	186,279	+25.8%
MINI	16,045	+19.3%	30,170	+17.6%
Rolls-Royce Motor Cars	252	+276.1%	462	+200.0%
BMW Motorcycles	6,720	+22.5%	11,434	+23.0%
Husqvarna Motorcycles	902	+46.9%	1,264	+46.1%

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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's global sales volume for the 2010 financial year amounted to approximately 1.46 million automobiles and over 98,000 motorcycles. For the 2009 financial year, the BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles. 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.