

# BMW Group

## Corporate and Governmental Affairs

Media Information  
10 May 2010

**Please hold back until 10:15 a.m. (CET)!**

### **BMW Group reports double-digit growth again in April**

Automobile sales 14.6% higher year-on-year

BMW Motorrad makes strong gains

**Munich.** The BMW Group is maintaining its strong sales momentum: The number of BMW, MINI and Rolls-Royce brand automobiles delivered to customers worldwide in April climbed 14.6% to reach 116,391 (prev. yr. 101,591) vehicles. A total of 432,037 (prev. yr. 378,865 / +14.0%) vehicles were sold in the first four months of the year.

Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing: "We benefitted from growing market demand worldwide in April and were able to increase sales volumes in almost all European markets, in the Americas and in Asia. In light of new attractive models, such as the new BMW 5 Series and the MINI Countryman, which comes in autumn, we are in an excellent position and remain confident for the next months. The BMW Group will be once again the world's leading premium supplier in 2010." Robertson added: "However, it remains to be seen how resilient and sustainable the economic upturn will be in the markets".

The company reported sales growth in almost all regions and all automobile markets in April. In Europe, deliveries rose 3.8% to reach a total of 64,583 (prev. yr. 62,236) units. Against the overall downward market trend (-31.7%), the BMW Group once again saw growth in Germany and gained market share with both BMW and MINI brands. A total of 25,593 (prev. yr. 23,888 / +7.1%) new BMW and MINI vehicles were registered here in the month under review. There were also strong signs of recovery in the company's largest export market: In the US, 21,111 (prev. yr. 19,362) units – 9.0 percent more BMW and MINI vehicles – were delivered to customers in April. In Asia, BMW Group volumes were also 64.8% higher (20,624 / prev. yr. 12,514) last month.

With their exceptionally strong growth, Brazil and China once again stood out from the other countries: Brazil achieved a growth rate of 146.5% (816 / prev. yr. 331). With 12,440 deliveries (prev. yr. 5,789), sales were 114.9% higher in China in the month under review. Ian Robertson: "We aim to maintain our strong growth in China and sell more than 120,000 vehicles in 2010."

The BMW brand increased sales volumes by 16.9% in the month under review to reach a total of 98,494 (prev. yr. 84,220) vehicles. The strongest gains were registered by the BMW Z4 Roadster (+497.2%), with 2,347 (prev. yr. 393) deliveries. Demand for the largest BMW model series also remains strong: Sales of the BMW 7 Series were 61.8%

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Rolls-Royce  
Motor Cars Limited



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higher in April at 5,671 units. The BMW 7 Series therefore remains the clear global market leader in the luxury class segment. Healthy sales growth of 13.4% was also reported, among others, by the highest-volume BMW Series: A total of 34,549 (prev. yr. 30,464) BMW 3 Series were sold in April. The new BMW X1 was delivered to 8,075 customers in the month under review, while 2,070 customers purchased the new BMW 5 Series Gran Turismo. A total of 364,329 (prev. yr. 317,728) BMW automobiles were delivered to customers (+14.7%) in the year to the end of April.

The MINI brand delivered 2.3% more units in April, at 17,718 (prev. yr. 17,320) vehicles. Between January and April, 67,250 MINI cars were sold. This represents a 10.4% increase in sales.

Driven by the new Rolls-Royce Ghost, which joined the model range in December of last year, the Rolls-Royce brand can also boast highly dynamic growth. In April, 179 (prev. yr. 51 / +251.0%) automobiles were handed over to their customers. For the year to the end of April, the number of Rolls-Royce cars delivered climbed 103.6% to 458 (prev. yr. 225) vehicles.

BMW Motorrad also continues to perform well. Against the overall downward trend on the motorcycle market, sales increased 22.5% in April to 12,452 units. Not least thanks to its innovative and extensive model range, BMW Motorrad was already able to achieve growth of 21.5% (33,292 units / prev. yr. 27,398) this year. With 3,489 (+12.4%) deliveries in April, the GS model with Boxer engine remains the best-selling model in the BMW Motorrad range. The most successful BMW Motorrad model of all time will also celebrate its 30<sup>th</sup> anniversary this year. BMW will mark the anniversary with the release of four special models ("30 Years GS"), which will create an additional incentive to buy from early May onwards. Demand for the brand's first supersport bike, the BMW S 1000 RR, has also been very encouraging and has exceeded production capacity. In April, 1,471 units of this model were delivered to customers around the world.

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### BMW Group sales in / up to April 2010 at a glance

	In April 2010	Compared to previous year	Up to/incl. April 2010	Compared to previous year
BMW Group Automobiles	116,391	+14.6%	432,037	+14.0%
BMW	98,494	+16.9%	364,329	+14.7%
MINI	17,718	+2.3%	67,250	+10.4%
Rolls-Royce Motor Cars	179	+251.0%	458	+103.6%
BMW Motorcycles	12,452	+22.5%	33,292	+21.5%

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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. The pre-tax profit for 2009 was euro 413 million, 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 five years.

Rolls-Royce  
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