

BMW Group

Corporate and Governmental Affairs

Media Information
9 March 2010

Please hold back until 12:00 p.m. (CET)!

BMW Group increases sales by 14.0 percent in February Wide range of new models presented at the Geneva Motor Show

Munich. The BMW Group once again improved sales volumes substantially in February of this year. A total of 91,758 BMW, MINI and Rolls-Royce automobiles were delivered to customers (prev. yr. 80,474) – representing an increase of 14.0%. The figure for the year to the end of February was 173,911 units – 15.3% higher than the previous year (150,893).

Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing: “After a substantial increase in January, sales year on year were significantly higher as well in February. Last month we saw growth in Asia, in particular, but we also made gains in many markets in Europe, Africa and the Americas. In key sales markets such as the US, the automotive sector is also showing encouraging signs of a gradual recovery.” Almost all markets are experiencing a definite upturn. In the US, the BMW brand was the segment leader in February with growth of 16.3%. In Germany, the BMW Group managed to increase volumes by 6.8% despite the downward market trend. In China, the company sold 96.7% more vehicles in the month under review.

Robertson added: “We are looking forward to the new BMW 5 Series and the start of deliveries on 20 March. There is already tremendous interest in this vehicle which accounts for almost one fifth of BMW retail volumes – and is one of the brand’s mainstays, alongside the 1 Series and the 3 Series. However, primarily due to the 5 Series model change, we expect temporary slower growth in total sales during the launch phase in spring.”

A total of 78,248 BMW brand automobiles were delivered to customers in February – an increase of 13.7% (prev. yr. 68,823). For the year to the end of February, sales were 14.7% higher than the previous year (129,085) at 148,112 units.

Sales of the MINI brand also continued to perform well. Last month, 13,443 MINI cars, 16.0% more than in February 2009 (11,584), were delivered to customers worldwide. 25,645 MINI vehicles were sold in the year to the end of February. That represents an increase of 18.2% (prev. yr. 21,704). Ian Robertson: “Over the next few years the MINI product family will grow from three to six members. The MINI family’s fourth model, the new MINI Countryman, will arrive in showrooms in September and will play an important part in the premium brand’s long-term growth.”

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For the first time the new MINI Countryman is currently being presented at the Geneva Motor Show. Until 14 March, the BMW Group will be showcasing a wide range of new models and technologies at the show. Other highlights include the world premiere of the new BMW 5 Series Sedan as well as revised BMW 3 Series Coupé, 3 Series Convertible and X5 models. The 2010 Geneva Motor Show also provides a showcase for two very innovative concept cars: With its BMW Concept 5 Series ActiveHybrid, BMW is presenting its concept for a ground-breaking full-hybrid model for the upper middle class segment. Also making its European debut is the BMW Concept ActiveE, a concept car based on the BMW 1 Series Coupé, equipped with fully-electric drive and innovative energy storage technology. Two new BMW hybrid models will be available by mid-April, when the BMW ActiveHybrid X6 and the BMW ActiveHybrid 7 go on sale in Europe.

The Rolls-Royce brand delivered 67 automobiles in February (prev. yr. 67/+0.0%). For the year to the end of February, 154 Rolls-Royce cars were handed over to customers worldwide (prev. yr. 104/+48.1%).

Following a good performance in January, deliveries in the Motorcycle Segment again rose substantially in February by 24.6% to reach a total of 5,485 vehicles (prev. yr. 4,401). For the year to the end of February, that represents an increase of 14.4% to 9,299 motorcycles sold (prev. yr. 8,132). The revised R 1200 GS, R 1200 GS Adventure and R 1200 RT, all strong volume models, contributed to this growth as well as the newly introduced S 1000 RR.

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

	In Feb. 2010	Comp. to prev. year	Up to and incl. Feb. 2010	Comp. to prev. year
BMW Group Automobiles	91,758	+14.0%	173,911	+15.3%
BMW	78,248	+13.7%	148,112	+14.7%
MINI	13,443	+16.0%	25,645	+18.2%
Rolls-Royce Motor Cars	67	+0.0%	154	+48.1%
BMW Motorcycles	5,485	+24.6%	9,299	+14.4%

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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 for 2009 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.