

BMW Group Corporate and Governmental Affairs

Media Information
7 August 2008

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BMW Group sales up 2.2% in July

All automobile brands report gains on previous year
BMW Motorcycles sales volume up by 19.7%

Munich. The BMW Group increased its sales volume in July of this year. In total, 125,812 BMW, MINI and Rolls-Royce brand cars were delivered to customers. This represents an increase of 2.2% compared to the same month last year (123,089 units). For the period to the end of July, sales rose by 4.4% to reach 890,699 units (January – July 2007: 853,142 units).

Sales of the BMW brand grow 2.2% in July

Sales of BMW brand cars rose to 106,483 units (July 2007: 104,168 units / +2.2%) for the month under review. For the period to the end of July, 744,061 BMW vehicles were sold (January – July 2007: 726,355 units / +2.4%).

Once again the BMW 1 Series recorded the fastest growth rate in July, thanks mainly to the new BMW 1 Series Coupé and Convertible models. Sales for the month jumped by 40.3% to 20,654 units (July 2007: 14,724 units).

Further growth drivers were the BMW 3 Series Touring with 8,303 units sold (+9.3% / July 2007: 7,597 units) and the BMW 5 Series Touring with 4,088 units sold (+4.4% / July 2007: 3,917 units). The BMW 6 Series Coupé also recorded growth of 13.8% with a sales volume of 727 units (July 2007: 639 units).

The two Sports Activity models, the BMW X5 and the BMW X6, also enjoyed increasing popularity with customers. The BMW X5, which has been available since spring 2007, recorded 9,316 deliveries in July (July 2007: 8,994 / +3.6%). 2,615 units of the first Sports Activity Coupé, the new BMW X6, were sold. Since its market launch in April of this year the BMW Group has already delivered nearly 8,700 BMW X6 to customers around the world.

The new generation of the BMW 7 Series was presented at the end of June. From mid-November 2008 the BMW brand's new flagship will be available to customers in Europe, equipped with numerous technical innovations and, thanks to EfficientDynamics, new engines with even lower consumption and better performance. Offering average fuel consumption of just 7.2 litres per 100

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kilometres (39.2 mpg imp), the new 730d will be the most economical car in its class. As to be expected towards the end of their product cycle, sales of current models are in decline. In July 2008 2,942 (July 2007: 3,327 / -11.6%) BMW 7 Series cars were handed over to customers.

Ian Robertson, member of the Board of Management of BMW AG responsible for Sales and Marketing: "We have increased our worldwide sales in July despite difficult business conditions. We intend to maintain our growth plan albeit we will continue to react to the world market situation on a month by month basis."

MINI brand reports 2.1% increase in July

The ongoing popularity of the MINI and the variety of models now available resulted in the July sales volume rising by 2.1% to 19,227 units (July 2007: 18,838 units). 146,041 vehicles were delivered during the period to the end of July (January – July 2007: 126,410 units / +15.5%).

70% of customers opted in July for a MINI Cooper or the top model, MINI Cooper S. For the diesel version, the Cooper D, and the MINI One, the percentages were 17% and 13% respectively. Compared with other small cars, the equipment provided and the product mix remains at an exceptionally high level. In a comparison of the three model versions, the classic MINI was first with 12,987 units (July 2007: 14,896 units/ -12.8%) or 68% of sales in July. It was followed in second place with 3,718 units – or 19% of sales – by the MINI Clubman, which has been available since November 2007. With 2,488 units sold (July 2007: 3,635 units), the MINI Convertible was the choice of 13% of customers.

Strong growth for the Rolls-Royce brand

In July Rolls-Royce Motor Cars handed over 102 Phantom (July 2007: 83 / +22.9%) to customers. The figure for the seven-month period was 597 (January – July 2007: 377 / +58.4%).

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BMW Motorcycles grow by 19.7% in July

The BMW Motorcycles segment was able to increase sales in July despite difficult market conditions. BMW Motorrad sold 10,679 units during the month (July 2007: 8,921 units / +19.7%). The sales volume for the seven-month period was therefore 66,612 units (-2.3% / January – July 2007: 68,151 units).

BMW Group sales in/up to and including July 2008 at a glance

	July 2008	Comparison with previous year	January to July 2008	Comparison with previous year
BMW Group Automobiles	125,812	+2.2%	890,699	+4.4%
BMW	106,483	+2.2%	744,061	+2.4%
MINI	19,227	+2.1%	146,041	+15.5%
Rolls-Royce	102	+22.9%	597	+58.4%
BMW Motorcycles	10,679	+19.7%	66,612	-2.3%

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