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BMW
U.S. Press Information

BMW Group U.S. Reports February 2013 Sales

- **BMW brand sales up 0.5 percent**
- **MINI brand sales down 13.6 percent**
- **BMW Motorcycle sales down 2.7 percent**

Woodcliff Lake, N.J. – March 1, 2013… The BMW Group in the U.S. (BMW and MINI combined) reported February sales of 25,613 vehicles, a decrease of 2.2 percent from the 26,184 vehicles sold in the same month a year ago.

"The February results showed there's a strong underlying demand ready to fuel momentum in the coming months," said Ludwig Willisch, President and CEO, BMW of North America. "We'll all be glad to leave the harsh February weather behind and welcome Spring and the new models that come with it."

BMW Brand Sales

Sales of BMW brand vehicles increased 0.5 percent in February for a total of 21,311 compared to 21,204 vehicles sold in February 2012.

In February, best performing included the 5 Series, up 5.1 percent to 4,248 units; the 6 Series, up 45.6 percent to 770 units; and the X5 Sports Activity Vehicle®, up 21.9 percent to 3,931 units.

BMW Pre-Owned Vehicles

In February, sales of BMW Pre-Owned vehicles (including Certified Pre-Owned and Pre-Owned) increased 1.3 percent to 13,544 vehicles compared to the 13,375 vehicles sold in February 2012.

MINI Brand Sales

MINI USA reported sales of 4,302 automobiles in February, a decrease of 13.6 percent from the 4,980 sold in the same month a year ago.

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MINI Pre-Owned Vehicles

In February, sales of MINI Pre-Owned automobiles (including MINI NEXT Certified Pre-Owned and Pre-Owned) increased 15.5 percent to 1,583 automobiles from the 1,371 sold in February 2012.

Table 1: Vehicle Sales BMW of North America, LLC, February 2013

	February 2013	February 2012	%	YTD Feb. 2013	YTD Feb. 2012	%
BMW brand	**21,311**	**21,204**	**0.5**	**37,824**	**37,609**	**0.6**
BMW passenger cars	14,731	14,647	0.6	24,775	26,473	-6.4
BMW light trucks	6,580	6,557	0.4	13,049	11,136	17.2
MINI brand	**4,302**	**4,980**	**-13.6**	**7,984**	**8,314**	**-4.0**
TOTAL Group	**25,613**	**26,184**	**-2.2**	**45,808**	**45,923**	**-0.3**

BMW Motorrad Sales

BMW Motorrad USA reported sales of 842 motorcycles in February, a decrease of 2.7 percent from the total of 865 motorcycles sold in February 2012.

February's performance included growth from the F 700 GS, up 24.3 percent with sales of 51 units, compared to 41 a year ago, while the recently introduced F 800 GT and C 650 GT maxi scooter contributed strongly with 38 and 60 units respectively.

Table 2: Motorcycle Sales BMW of North America, LLC, February 2013

	February 2013	February 2012	%	YTD Feb. 2013	YTD Feb. 2012	%
BMW Motorcycles	**842**	**865**	**-2.7**	**1,439**	**1,409**	**2.1**

BMW Group in America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 32 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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