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BMW
U.S. Press Information

BMW Group U.S. Reports January 2013 Sales

- **BMW brand sales up 0.7 percent**
- **MINI brand sales up 10.4 percent; best January ever**
- **BMW Motorcycle sales up 9.7 percent**

Woodcliff Lake, N.J. – February 1, 2013… The BMW Group in the U.S. (BMW and MINI combined) reported January sales of 20,195 vehicles, an increase of 2.3 percent from the 19,739 vehicles sold in the same month a year ago.

"After an historic December, January produced a good result showing our growth continuing," said Ludwig Willisch, President and CEO, BMW of North America, LLC. "In 2013 we'll have more new models, the right mix and better availability, so I'm very positive about the eleven months still ahead."

BMW Brand Sales

Sales of BMW brand vehicles increased 0.7 percent in January for a total of 16,513 compared to 16,405 vehicles sold in January 2012.

In January, best performing vehicles include all of BMW's light trucks. The X3, X5, and X6 Sports Activity Vehicles (SAV) continued to show strong growth with sales up 41.3 percent to 6,469 units. The X3 SAV – on sale in the U.S. for two years – is up 18.9 percent to 2,005 units; the X5 SAV, up 56.5 percent to 4,084 units and the X6 SAV is up 34.8 percent to 380 units.

BMW Pre-Owned Vehicles

In January, sales of BMW used vehicles (including certified pre-owned and pre-owned) increased 13.9 percent to 13,322 vehicles compared to the 11,699 vehicles sold in January 2012.

MINI Brand Sales

MINI USA reported the best January ever with sales of 3,682 automobiles, an increase of 10.4 percent from the 3,334 sold in the same month a year ago.

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MINI Pre-Owned Vehicles

In January, sales of MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) increased 70 percent to 1,542 automobiles from the 907 sold in January 2012.

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

	January 2013	January 2012	%	YTD Jan. 2013	YTD Jan. 2012	%
BMW brand	**16,513**	**16,405**	**0.7**	**16,513**	**16,405**	**0.7**
BMW passenger cars	10,044	11,826	-15.1	10,044	11,826	-15.1
BMW light trucks	6,469	4,579	41.3	6,469	4,579	41.3
MINI brand	**3,682**	**3,334**	**10.4**	**3,682**	**3,334**	**10.4**
TOTAL Group	**20,195**	**19,739**	**2.3**	**20,195**	**19,739**	**2.3**

BMW Motorrad Sales

BMW Motorrad USA reported sales of 597 motorcycles in January, an increase of 9.7 percent from the total of 544 motorcycles sold in January 2012.

January's growth was spearheaded by the S 1000 RR, up 120 percent with sales of 101 compared to 46 units in 2012. The newly upgraded F 700 GS also grew, up 89 percent with sales of 49 units compared to 26 a year ago, while the recently introduced HP4 superbike and C 650 GT maxi scooter helped maintain the positive momentum from last year with 20 and 47 units respectively.

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

	January 2013	January 2012	%	YTD 2013	YTD 2012	%
BMW Motorcycles	**597**	**544**	**9.7**	**597**	**544**	**9.7**

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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