

# BMW Group

## U.S. Press Information

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### BMW Group U.S. Reports September 2014 Sales

- **BMW brand sales up 8.6 percent – Best September Ever**
- **MINI brand sales down 20.5 percent**
- **BMW Motorcycle sales down 4.3 percent**

**Woodcliff Lake, NJ – October 1, 2014...** Sales of BMW brand vehicles increased 8.6 percent in September for a total of 25,586 compared to 23,568 vehicles sold in September, 2013. Year-to-date, the BMW brand is up 11.3 percent on sales of 236,591 compared to 212,565 sold in the first nine months of 2013.

“After such a strong August, to set a new September sales record for BMW is a great accomplishment and emphasizes the importance of our new models to the company’s sales success,” said Ludwig Willisch, President and CEO, BMW of North America. “I am especially pleased to see dealer deliveries of the spectacular i8 hybrid now underway as we enter the very important fourth quarter of the year.”

To see and hear more of Ludwig Willisch's perspective on the September sales results, [click here](#).

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### BMW Group Sales

The BMW Group in the U.S. (BMW and MINI combined) reported September sales of 29,805 vehicles, an increase of 3.2 percent from the 28,874 vehicles sold in the same month a year ago. Year-to-date, the BMW Group (BMW and MINI combined) is up 5.2 percent on sales of 275,779 in the first nine months of 2014 compared to 262,200 in the same period in 2013.

### BMW Pre-Owned Vehicles – Best September Ever

In September, sales of BMW used vehicles (including certified pre-owned and pre-

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owned) increased 8.4 percent to 15,042 vehicles compared to the 13,877 vehicles sold in September, 2013. Year-to-date, BMW used vehicles (including certified pre-owned and pre-owned) are up 12.9 percent on sales of 149,183 compared to 132,136 sold in the first nine months of 2013.

### **MINI Brand Sales**

For September, MINI USA reports 4,219 automobiles, a decrease of 20.5 percent from the 5,306 sold in the same month a year ago. Year-to-date, MINI USA reported a sales total of 39,188 automobiles, a decrease of 21.0 percent from the 49,635 automobiles sold in the first nine months of 2013.

### **MINI Pre-Owned Vehicles – Best September Ever**

In September, MINI used automobiles (including MINI NEXT certified pre-owned and pre-owned) reported sales of 2,050 automobiles, an increase of 20.5 percent from the 1,701 sold in September, 2013. Year-to-date, MINI used automobiles (including MINI NEXT certified pre-owned) reported sales of 19,065 automobiles, an increase of 17.8 percent from the 16,181 automobiles sold in the first nine months of 2013.

**Table 1: Vehicle Sales BMW of North America, LLC, September 2014**

	Sept. 2014	Sept. 2013	%	YTD Sept. 2014	YTD Sept. 2013	%
<b>BMW brand</b>	<b>25,586</b>	<b>23,568</b>	<b>8.6</b>	<b>236,591</b>	<b>212,565</b>	<b>11.3</b>
BMW passenger cars	18,981	16,927	12.1	172,331	157,404	9.5
BMW light trucks	6,605	6,641	-0.5	64,260	55,161	16.5
<b>MINI brand</b>	<b>4,219</b>	<b>5,306</b>	<b>-20.5</b>	<b>39,188</b>	<b>49,635</b>	<b>-21.0</b>
<b>TOTAL Group</b>	<b>29,805</b>	<b>28,874</b>	<b>3.2</b>	<b>275,779</b>	<b>262,200</b>	<b>5.2</b>

### **BMW Motorrad Sales**

BMW Motorrad USA reported sales of 914 motorcycles in September, a decrease of 4.3 percent from the total of 955 motorcycles sold in September 2013.

The award winning R 1200 RT was the best selling model with 207 units sold in the month and with the new for 2014 R 1200 GS Adventure and R nineT also featuring strongly, R-Series sales increased by 40 percent over 2013 with 444 bikes delivered compared to 318 a year ago.

The new-for-2014 S 1000 R naked superbike helped grow S-Series volumes by 40 percent with 168 units delivered to customers in September compared to 120 last year.

BMW Motorrad continues to perform ahead of last year, up 4.3 percent after 9 months and with the long-awaited 2015 model machines now arriving in dealerships in quantity, is primed and ready for the Fall riding season.

**Table 2: Motorcycle Sales BMW of North America, LLC, September 2014**

	September 2014	September 2013	%	YTD 2014	YTD 2013	%
<b>BMW Motorcycles</b>	<b>914</b>	<b>955</b>	<b>-4.3</b>	<b>11,666</b>	<b>11,190</b>	<b>4.3</b>

### **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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 140 BMW motorcycle retailers, 121 MINI passenger car dealers, and 35 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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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).