

BMW Group Sells More Than One Million Vehicles in First Six Months of 2014

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The BMW Group sold more than a million vehicles in the first half of 2014, more than ever before in the first six months of the year. A total of 1,020,211 vehicles were delivered to customers worldwide, an increase of 6.9% over the same period last year (954,501). Sales in June also reached an all-time high: deliveries increased 4.8% with a total of 193,342 vehicles sold last month (prev. yr. 184,489).

"This is the first time we've sold more than a million cars in the first half of the year and underscores the strength of our premium brands within the BMW Group," said Ian Robertson, Member of the BMW AG Board of Management, Sales and Marketing BMW. "June is the latest in a long line of record months and the figures confirm we're on the right track to achieve our target of delivering more than 2 million vehicles in 2014. We aim to continue our sales growth in the second half of the year, when exciting new vehicles like the BMW X4 and BMW 2 Series Active Tourer will come onto the market."

Worldwide sales of BMW brand vehicles in June climbed 7.3% to total 164,214 units

(prev. yr. 153,075). Since the start of the year, 886,347 BMWs have been delivered to customers worldwide - an increase of 10.2% (prev. yr. 804,227).

Sales of the BMW 2 Series, which has been in dealerships since March, have continued to develop well with a total of 11,067 sold in the year-to-date. With a total of 233,438 cars delivered (prev. yr. 216,593), sales of the BMW 3 Series rose 7.8% in the first half of the year while deliveries of the BMW 4 Series - available since September 2013 - reached 47,031 in the year-to-date. Sales of the BMW 5 Series rose 7.6% in the same period (193,560 / prev. yr. 179,863). In June, BMW 7 Series sales increased 6.4% with a total of 5,358 deliveries (prev. yr. 5,035); BMW 7 Series sales for the year-to-date remain around the previous year's level with 26,378 deliveries (prev. yr. 27,090 / -2.6%). Sales of the BMW X1 remained steady in the first half of 2014 with 79,344 units delivered (prev. yr. 79,063 / +0.4%). Demand for the BMW X3 continued to grow in the first six months of the year with a total of 82,830 customer deliveries (prev. yr. 77,950 / +6.3%). The BMW X5 was a significant growth driver in June with 13,097 deliveries (prev. yr. 9,661 / + 35.6%) as was the BMW X6, which saw an increase in sales of 18.4% (3,341 / prev. yr. 2,822)

In June, 1,241 BMW i3s were delivered to customers, bringing the year-to-date sales for this innovative electric vehicle up to 5,396.

As expected the recent model change means overall MINI sales continue to be down on last year with a total of 131,896 customer deliveries in the first six months of the year (prev. yr. 148,799 / -11.4%). In June, 28,738 MINIs were delivered to customers (prev. yr. 31,102 / -7.6%). However sales of the new MINI Hatch, the core model which began to arrive in the showrooms in March, are beginning to reflect the positive customer reaction to the third generation of this iconic car. In June, 12,862 units were sold, an increase of 3.2% on the same month last year. This positive trend in MINI sales is expected to continue through the rest of the year.

Sales of Rolls-Royce Motor Cars in the first half of the year totalled 1,968 units (prev. yr. 1,475 / +33.4%). Rolls-Royce continues to see strong customer demand for Wraith, significant orders for the recently announced Ghost Series II and good demand for the Phantom family of cars across the world. Strong sales performances were seen in Asia Pacific, the Middle East and Europe. At mid-year, the United States had overtaken China as the marque's largest worldwide market. The company continues to plan for long-term sustainable growth and is on target for another record year in 2014.

Global sales for BMW Motorrad totalled 70,978 motorcycles and maxi-scooters in the first half of the year (prev. yr. 64,941 / +9.3%). In June 11,827 vehicles were sold (prev. yr. 12,541 / -5.7%).

In line with its strategy of balanced global growth, the BMW Group made gains in all three major sales regions in the first half of 2014.

In Asia, the BMW Group has delivered 321,915 vehicles in the year to date, an increase of 18.3% on the same period last year (prev. yr. 272,100). Several markets in the region experienced double-digit growth in the first six months of the year including South Korea, where a total of 21,972 BMW and MINI vehicles were delivered to customers

(prev. yr. 18,412 / +19.3%) and mainland China, where sales rose 23.1% in the first half year (225,035 / prev. yr. 182,800).

The Americas recorded steady growth in the first six months of 2014 with overall sales up 3.4% (220,764 / prev. yr. 213,473). In the U.S., sales of BMW and MINI vehicles rose 5.1% with a total of 181,534 deliveries so far this year (prev.

yr. 172,787). Sales in Mexico were up 6.2% (6,803 / prev. yr. 6,406) in the same period; just last week, the BMW Group announced plans to build a plant in the San Luis Potosí- region of the country.

BMW Group sales in Europe are also positive with total deliveries of BMW and MINI vehicles increasing by 2.1% to 445,808 units (prev. yr. 436,460) in the first half of this year. In June, customer registrations in the company's home market Germany are up 2.4% (26,100 / prev. yr. 25,485).

BMW Group sales in/up to June 2014 at a glance: In June 2014

Comp. to previous

year

Up to/incl.

June 2014

Comp. to previous

year

BMW Group

Automobiles 193,342 +4.8% 1,020,211 +6.9% BMW 164,214 +7.3% 886,347 +10.2% MINI 27,738 -11.4% Rolls-Royce Moto Cars

390 +25.0% 1,968 +33.4% BMW Motorrad

11,827 -5.7% 70,978 +9.3%

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