

BMW Group

U.S. Press Information

For Release: March 1, 2019

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BMW of North America Reports February 2019 U.S. Sales.

- **First Deliveries of the All-New BMW 3 Series Just Starting; BMW X7 Sports Activity Vehicle, BMW Z4 Roadster, and BMW 8 Series Convertible Arrive this Month.**
- **BMW X Sports Activity Vehicles Accounted for over 55% of BMW Brand Sales in February.**

Woodcliff Lake, NJ – March 1, 2019... Sales of BMW brand vehicles increased 0.2 percent in February 2019 for a total of 23,558 compared to 23,508 vehicles sold in February 2018.

“We’re pleased to end February with a slight increase in sales given our current model changeovers,” said Bernhard Kuhnt, president and CEO, BMW of North America. “As we approach spring, we do so with the all-new 3 series on showroom floors and the X7, Z4, and 8 Series Convertible all starting to arrive in March. We are confident that with these new models added to our already exciting product lineup, we are well positioned for success.”

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The Spartanburg, SC-built BMW X3 and BMW X5 Sports Activity Vehicles continue to drive sales growth for BMW in the U.S. Taken together, the full range of BMW X models – from the X1 to the X6 – accounted for 55.5% of BMW brand sales in the U.S. in February.

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Table 1: New Vehicle Sales BMW of North America, LLC, February 2019

	Feb 2019	Feb 2018	%	YTD 2019	YTD 2018	%
BMW passenger cars	13,180	14,983	- 12%	24,054	26,893	- 10.6%
BMW light trucks	10,378	8,525	+ 21.7%	17,606	15,631	+ 12.6%
TOTAL BMW	23,558	23,508	+ 0.2%	41,660	42,524	- 2.0%

BMW Group Electrified Vehicle Sales

BMW Group sales of electric and plug-in hybrid electric vehicles totaled 1,110 in February 2019, a decrease of 42.7 percent over the 1,936 sold in the same month a year ago. Model changeover has limited the current BMW Group electrified lineup to five models including the BMW i3, BMW i8 and i8 Roadster, BMW 530e, and MINI Countryman plug-in hybrid electric vehicle. Plug-in hybrid variants of the BMW X5, the all-new BMW 3 Series and updated BMW 7 Series will debut at the Geneva International Motor Show next week. These models and a plug-in-hybrid variant of the BMW X3 will begin sales in the U.S. at a future date.

MINI Brand Sales

For February, MINI USA reported 2,679 vehicles sold, a decrease of 12.6 percent from the 3,065 sold in the same month a year ago.

BMW Pre-Owned Vehicles

- BMW Certified Pre-Owned sold 8,736 vehicles, a decrease of 8.7 percent from February 2018.
- Total BMW Pre-Owned sold 18,643 vehicles, an increase of 4 percent from February 2018.

MINI Pre-Owned Vehicles

- MINI Certified Pre-Owned sold 918 vehicles, an increase 6.7 percent from February 2018.
- Total MINI Pre-Owned sold 2,181 vehicles, a decrease of 2.8 percent from February 2018.

Table 2: Pre-Owned Vehicle Sales BMW of North America, LLC, February 2019

	Feb 2019	Feb 2018	%	YTD 2019	YTD 2018	%
BMW CPO	8,736	9,568	- 8.7%	16,720	18,681	- 10.5%
BMW Total Pre-Owned	18,643	17,930	+ 4.0%	35,816	34,900	+ 2.6%
MINI CPO	918	860	+ 6.7%	1,777	1,578	+ 12.6%
MINI Total Pre-Owned	2,181	2,244	- 2.8%	4,216	4,283	- 1.6%

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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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 347 BMW passenger car and BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 125 MINI passenger car dealers, and 37 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.bmwusanews.com and www.press.bmwna.com.