

Media Information  
15 May 2018

**Embargo until 9:00 a.m. CEDT**

## **More than a quarter of a million electrified BMW Group vehicles on the roads after strong April sales growth**

BMW Group electrified sales up 52% in April

Significant double-digit electrified growth in all sales regions

Overall BMW Group sales continue to grow in April

Deliveries in year-to-date +2.5%: 799,520 units sold worldwide

April sales +1.2%: 194,889 vehicles delivered to customers

**Munich.** Following its best-ever first-quarter sales results, the **BMW Group** continues to grow sales around the world. A total of 194,889 BMW, MINI and Rolls-Royce vehicles were delivered to customers in April, a slight increase (+1.2%) on last year's figure. The company has sold a total of 799,520 vehicles to customers worldwide in the first four months of the year, up 2.5% on the same period last year.

The company's highly successful electrified vehicles are contributing strongly to the ongoing sales success and April saw the achievement of a significant milestone. "We are delighted to announce that there are now over a quarter of a million electrified BMW Group vehicles on the world's roads," said **Pieter Nota**, Member of the Board of Management of BMW AG responsible for Sales and Brand BMW. "Combined sales of BMW i, BMW iPerformance and MINI Electric vehicles were up 52% in April (9,831), bringing the total number of electrified BMW Group cars sold to over 250,000," Nota continued. "We are well on track to deliver on our stated target to sell over 140,000 electrified vehicles this year," he concluded.

In the first four months of the year, **BMW Group Electrified** sales totalled 36,692 units, up 41.7% on the same period last year. This considerable growth in electrified sales was spread across many markets, including USA (7,716 / +73.3%), the UK (5,059 / +25.6%) and Mainland China (3,181 / +646.7%). The result in China is due to the success of the recently launched, locally produced BMW 5 Series plug-in hybrid. In April, electrified vehicles accounted for 5% of global BMW Group sales, although in certain markets, that percentage is much higher. For example, in the UK, 9.0 % of all BMW Group sales are electrified, in the USA it's 7.3%. In the mature Scandinavian markets, over a quarter of all BMW Group sales are electrified and in Malaysia, electrified vehicles accounted for more

## Media Information

Date 15 May 2018

Subject More than a quarter of a million electrified BMW Group vehicles on the roads after strong April sales growth

Page 2

than half of BMW Group sales in April. The main models driving electrified sales growth in April were the BMW 5 Series plug-in hybrid (2,670 / +711.6%), the BMW X5 plug-in hybrid (1,578 / +45.8%) (fuel consumption combined: 3,4-3,3 l/100 km; electricity consumption combined: 15,4-15,3 kWh/100 km; CO2 emissions combined: 78-77 g/km) and the BMW i3 (2,665 / +18.3%).

Worldwide sales of **BMW** brand vehicles increased slightly in April (167,275 / +1.6%) and deliveries in the first four months of the year also set a new all-time high level (684,724 / +2.5%). This is the “Year of X” at BMW, with the ramp-up of the new BMW X3, the introduction of the all-new BMW X2 and – later in the year – the new BMW X4 and BMW X5. In April, sales of BMW X models accounted for 36.8% of total BMW brand sales and were up 11.1% (61,536) compared with the same month last year. Even stronger X-range sales growth is expected in the second half of the year, as availability of the new models increases.

In the first four months of the year, global **MINI** brand sales increased by 2.8% (113,704). Despite significant headwinds in the UK, the brand’s largest market, MINI sales in April (27,329 / -0.9%) achieved the same high level as the previous year.

The long winter in many markets has affected growth at **BMW Motorrad**, where sales for the first four months of the year are down 1.1% (52,957). BMW Motorrad is introducing nine new models this year, and the related adjustments in production are also affecting deliveries. Nonetheless, BMW Motorrad continues to strive for sales growth in 2018.

Media Information

Date 15 May 2018

Subject More than a quarter of a million electrified BMW Group vehicles on the roads after strong April sales growth

Page 3

**BMW & MINI sales in the regions/markets at a glance**

BMW Group sales growth in April was well distributed around the world. However headwinds in the overall UK market continue to affect the BMW Group's fourth biggest market.

	In April 2018	Compared with previous year %	In ytd April 2018	Compared with previous year %
<b>Europe</b>	83,399	-1.7	353,955	+0.4
- <b>Germany*</b>	25,469	+4.5	102,606	+1.3
- <b>UK</b>	11,862	-24.5	73,053	-7.1
<b>Asia</b>	70,038	+2.4	282,394	+5.3
- <b>China (Mainland)</b>	50,068	+2.5	203,010	+5.9
- <b>South Korea</b>	7,404	+15.5	25,813	+23.9
<b>Americas</b>	36,387	+6.1	142,454	+4.5
- <b>USA</b>	27,213	+4.2	111,581	+3.3
- <b>Latin America</b>	4,446	+16.2	16,512	+12.7

\*Provisional registration figures

**BMW Group sales in/ytd April 2018 at a glance**

	In April 2018	Compared with previous year %	In ytd April 2018	Compared with previous year %
<b>BMW Group Automotive</b>	194,889	+1.2	799,520	+2.5
<b>BMW</b>	167,275	+1.6	684,724	+2.5
<b>MINI</b>	27,329	-0.9	113,704	+2.8
<b>BMW Group Electrified*</b>	9,831	+52.0	36,692	+41.7
<b>BMW Motorrad</b>	17,099	-4.6	52,957	-1.1

\*BMW i, BMW iPerformance, MINI Electric

## Corporate Communications

## Media Information

Date 15 May 2018

Subject More than a quarter of a million electrified BMW Group vehicles on the roads after strong April sales growth

Page 4

If you have any queries, please contact:

**Corporate Communications**Emma Begley, Business and Finance Communications  
[emma.begley@bmwgroup.com](mailto:emma.begley@bmwgroup.com), Telephone: +49 89 382-72200Glenn Schmidt, Head of Business and Finance Communications  
[glenn.schmidt@bmwgroup.com](mailto:glenn.schmidt@bmwgroup.com), Telephone: +49 89 382-24544Media website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
Email: [presse@bmw.de](mailto:presse@bmw.de)**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

[www.bmwgroup.com](http://www.bmwgroup.com)  
Facebook: <http://www.facebook.com/BMWGroup>  
Twitter: <http://twitter.com/BMWGroup>  
YouTube: <http://www.youtube.com/BMWGroupview>  
Google+: <http://googleplus.bmwgroup.com>