

BMW Group

U.S. Press Information

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BMW Group U.S. Reports June 2016 Sales

- **BMW brand sales decrease 10.3 percent**
- **MINI brand sales decrease 20.4 percent**

Woodcliff Lake, NJ – July 1, 2016... Sales of BMW brand vehicles decreased 10.3 percent in June for a total of 28,855 compared to 32,176 vehicles sold in June, 2015. Year-to-date, BMW brand is down 9.0 percent on sales of 153,436 compared to 168,623 sold in the first half of 2015.

Notable vehicle sales include the BMW 7 Series which increased 69.2 percent, the BMW 2 Series which increased 139.4 percent, and the BMW X3 which increased 69.5 percent.

“The mid-point to the year always brings some uncertainty about what may be ahead in the second half, so I’m very pleased to see several of our key models showing strong results in June,” said Ludwig Willisch, President and CEO, BMW of North America. “The X1 and X3 are indicative of the still growing trend toward Sports Activity Vehicles, but the numbers also show that great cars like the BMW 7 Series and 2 Series have a strong appeal and following.”

To see and hear more of Ludwig Willisch's business perspective click [here](#)

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BMW Group Sales

In total, the BMW Group in the U.S. (BMW and MINI combined) reported June sales of 33,769 vehicles, a decrease of 11.9 percent from the 38,350 vehicles sold in the same month a year ago. Year-to-date, BMW Group sales are down 10.2 percent on sales of 178,580 in the first half of 2016 compared to 198,883 in the same period in 2015.

MINI Brand Sales

For June, MINI USA reported 4,914 automobiles sold, a decrease of 20.4 percent from the 6,174 sold in the same month a year ago. Year-to-date, MINI USA reported a total of 25,144 automobiles sold, a decrease of 16.9 percent from 30,260 automobiles sold in the first half of 2015.

Table 1: New Vehicle Sales BMW of North America, LLC, June 2016

	June 2016	June 2015	%	YTD June 2016	YTD June 2015	%
BMW brand	28,855	32,176	-10.3	153,436	168,623	-9.0
BMW passenger cars	19,959	20,529	-2.8	105,254	119,085	-11.6
BMW light trucks	8,896	11,647	-23.6	48,182	49,538	-2.7
MINI brand	4,914	6,174	-20.4	25,144	30,260	-16.9
TOTAL Group	33,769	38,350	-11.9	178,580	198,883	-10.2

BMW Pre-Owned Vehicles

- Sales of BMW Certified Pre-Owned set a June record with 10,158 vehicles, an increase of 8.9 percent from June 2015.
- Total BMW Pre-Owned sales also set a June record with 17,420 vehicles, an increase of 15.6 percent from June 2015.
- The Total BMW Pre-Owned cars sold year-to-date were 98,767, a 6.0 percent increase from the first half of 2015.

MINI Pre-Owned Vehicles

- In June, MINI Certified Pre-Owned sold 1,003 vehicles, a decrease of 4.6 percent from June 2015.
- Total MINI Pre-Owned sold 2,284 vehicles in June 2016, a decrease of 5.7 percent from June 2015.
- Total MINI Pre-Owned sales year-to-date were 13,667, a 5.4 percent increase from the first half of 2015.

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; Designworks, a strategic design consultancy based 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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 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 and www.press.bmwna.com.