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## BMW Group USA Reports June Sales

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### BMW Group US sales (BMW and MINI combined) down 11 percent in June. MINI sales continue to thrive

PR Newswire

WOODCLIFF LAKE, N.J., July 1 /PRNewswire/ -- The BMW Group in the U.S. (BMW and MINI combined) today reported June vehicle sales of 26,155, a decline of 11 percent from the 29,394 vehicles sold in the same month of 2007. For the first six months of 2008, BMW Group sales are down 3.9 percent to 157,913 vehicles versus the 164,338 sold in the first half of 2007.

#### BMW Brand Sales

BMW brand sales declined 17 percent, to 20,944 vehicles compared to 25,220 vehicles sold in June 2007. Year-to-date, BMW reported sales of 131,513 vehicles compared to the 144,579 reported in the same period a year ago, a decline of 9 percent.

"Internet leads and consumer traffic in our dealerships remain good, showing a premium brand such as BMW has the ability to better weather these turbulent times," said Jim O'Donnell, President of BMW of North America, LLC. "Even in this segment however, we see a desire for increased efficiency and that is providing a natural impetus for strong sales of our new 1 Series and the 3 Series 328i models, but also for other vehicles such as the new X6 where consumers see the combination of efficiency, performance and luxury that's right for their unique needs. Within this overall environment, we are determined to remain profitable and help our corporation. We will do this by exercising disciplined volume management matched to demand, and make a small number of vehicles available to other markets where exchange rates are more beneficial for the company."

#### BMW Automobile Sales

BMW's automobile sales are down 17.5 percent in June to 16,555 versus 20,068 in the same month a year ago. Year-to-date sales are down 8.7 percent, to 103,522 automobiles compared to 113,396 in the first half of 2007.

#### BMW Sports Activity Vehicles

Sales of BMW Sports Activity Vehicles are down 14.8 percent in June to 4,389 vehicles over the 5,152 sold last June. Year-to-date, sales of BMW Sports Activity Vehicles decreased by 10.2 percent, to 27,991 vehicles compared to the 31,184 sold in the same period of 2007.

#### MINI Brand Sales

MINI USA reported sales of 5,211 cars, a 24.8 percent increase compared to 4,174 cars sold in the same period a year ago. Year-to-date, MINI USA also reported sales of 26,400 cars, an increase of 33.6 percent over the 19,759 vehicles sold in the same period a year ago.

"The last three months have been the best in our history as the significant structural shift to small cars has brought into our dealerships a diverse range of vehicle owners that currently drive large cars, SUVs and trucks. Our retailers tell us these people recognize the combination of efficiency, great dynamics and premium values MINI provides and it allows them to downsize their vehicle without downsizing their aspirations," said Jim McDowell, Vice-President MINI USA. "With very few cars remaining in inventory, our dealers are focusing on taking orders for custom-built cars that will be delivered to MINI drivers in July through September."

Table: Sales BMW of North America, LLC, June 2008

	June 2008	June 2007	%	YTD 2008	YTD 2007	%
BMW brand	20,944	25,220	-17	131,513	144,579	-9
BMW passenger cars	16,555	20,068	-17.5	103,522	113,395	-8.7
BMW light trucks(SAVs)	4,389	5,152	-14.8	27,991	31,184	-10.2
MINI brand	5,211	4,174	24.8	26,400	19,759	33.6
TOTAL Group	26,155	29,394	-11	157,913	164,338	-3.9

#### BMW Certified Pre-Owned

BMW Certified Pre-Owned reported 7,909 CPO vehicles sold in June 2008 versus 7,540 vehicles reported last June, an increase of 4.9 percent. Year-to-date, CPO sales are up 22.7 percent, to 51,986 over the 42,384 reported in the same period in 2007.

#### 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,

an industrial design firm 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 Z4 models, X5 Sports Activity Vehicles and the X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 82 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)  
[www.bmwusa.com](http://www.bmwusa.com)  
[www.bmwmotorcycles.com](http://www.bmwmotorcycles.com)  
[www.miniusa.com](http://www.miniusa.com)  
[www.rolls-roycemotorcars.com](http://www.rolls-roycemotorcars.com)

Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwgroup.com](http://www.press.bmwgroup.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

Sales BMW of North America, LLC, June 2008

	June 08	June 07	%	YTD June 08	YTD June 07	%
1 Series	1715	0		6101	0	
3 Series	9,581	12,738	-24.8%	59,908	73,003	-17.9%
Z4 Roadster and Coupe	428	834	-48.7%	3,657	4,576	-20.1%
5 Series	3,524	4,657	-24.3%	23,096	23,808	-3.0%
6 Series	493	786	-37.3%	3,576	4,467	-19.9%
7 Series	814	1,053	-22.7%	7,184	7,541	-4.7%
BMW passenger cars	16,555	20,068	-17.5%	103,522	113,395	-8.7%
X3	1,519	2,635	-42.4%	9,611	14,026	-31.5%
X5	2,247	2,517	-10.7%	16,370	17,158	-4.6%
X6	623	0		2,010	0	
BMW light trucks (SAVs)	4,389	5,152	-14.8%	27,991	31,184	-10.2%
BMW brand	20,944	25,220	-17.0%	131,513	144,579	-9.0%
Cooper /S Hardtop	3,585	3,309	8.3%	18,074	15,855	14.0%
Cooper /S Convertible	694	865	-19.8%	3,452	3,904	-11.6%
Cooper /S Clubman	932	0		4,874	0	
MINI brand	5,211	4,174	24.8%	26,400	19,759	33.6%
TOTAL BMW of North America, LLC	26,155	29,394	-11.0%	157,913	164,338	-3.9%

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