

Media Information  
13 June 2019

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## **BMW Group continues to grow sales and market share in May**

Electrified sales crack 400,000 milestone: up 9.8% in May

BMW Group total sales up 3.2% in May to total 210,563

BMW brand sales up 4.6% with 181,888 delivered in May

Positive sales development in top three markets

Double-digit growth in China and Germany

BMW i3 deliveries increase by 40.0% in May

Nota: "Our new X models are driving growth"

**Munich.** May was a positive month for BMW Group sales, with worldwide deliveries increasing by 3.2% to achieve a total of 210,563 premium BMW, MINI and Rolls-Royce vehicles sold. This brings the company's total sales for the year-to-date to 1,012,093, an increase of 0.8% compared with the first five months of last year. This sales growth was achieved despite ongoing volatility in several markets around the world.

"With this positive result, we are clearly seeing the impact of our model rollout. In May, we were once again able to grow sales above market, thereby gaining further market share," said **Pieter Nota**, member of the BMW AG Board of Management responsible for Customer, Brands and Sales. "Especially pleasing is the development of our new X models, as their overall sales increased by over 30% in the month. Similarly, i3 sales continue to grow, bucking the usual cycle, and were up 40% in the month. This helped us reach an important milestone in May, as we delivered our 400,000<sup>th</sup> electrified vehicle since the i3 was launched in November 2013," Nota continued.

Overall sales of **BMW** brand vehicles grew by 4.6% in May, with a total of 181,888 delivered to customers worldwide in the month. That result brings the brand's sales total for the first five months of the year to 872,367 / +1.6%. The new or revised BMW X vehicles were the brand's biggest growth drivers, with global sales of the BMW X2 up 33.1% in May, while sales of the BMW X3 rose by 88.4%. Deliveries of the BMW X4 jumped by 92.5% and the BMW X5 achieved a sales increase of 10.2%. In total, BMW X vehicles accounted for 45.3% of the brand's overall sales in May with 82,425 delivered around the world, an increase of 30.3% on the same month last year.

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In May, cumulated **BMW Group electrified** sales topped the 400,000 mark with a total of 406,756 fully-electric and plug-in hybrid models delivered to customers since the pioneering BMW i3 first went on sale in November 2013. Five and a half years after it was launched, demand for the iconic BMW i3 continues to grow with global sales in May up 40.0%. Overall sales of BMW Group electrified vehicles grew by 9.8% in May, as customers show increasing interest in low emissions mobility. Deliveries of the plug-in hybrid BMW 2 Series Active Tourer\* quadrupled in May and sales of the electrified BMW 5 Series\* increased by 40.4%. Sales of the plug-in hybrid MINI Cooper S E Countryman ALL4\* in May were almost three times as high as the same month last year. By the end of next year, the BMW Group will have introduced ten new or updated electrified models and by the end of this year, the company expects to have a total of half a million electrified vehicles on the roads.

In an extremely competitive segment, and with the company maintaining its focus on profitability, **MINI** brand sales decreased compared with last year. Deliveries in the year to date totalled 137,698 (-4.0%) while sales in May decreased by 5.1% to 28,255.

Availability of MINI models was lower than usual in May, due to the scheduled four-week break in production at Plant Oxford taking place this year in April, rather than during the summer. Preparations continue for the launch of the all-new fully-electric MINI later this year, a model which will be built at the UK plant.

**BMW Motorrad** sales continue to grow strongly, with year-to-date deliveries up 7.1% (74,958). In May, a total of 17,944 (+5.2%) premium BMW Motorrad motorcycles and maxi scooters were delivered to customers around the world.

**Sales in the regions/markets**

Despite the various headwinds currently affecting the automotive industry, BMW achieved increased sales in all three of its biggest markets in May. Significant sales growth was achieved in China and Germany, increasing market share in the brand's home market, while BMW continued to buck the trend in the USA by once again achieving a sales increase in the month. Despite the ongoing competitive and volatile global market



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environment, the BMW Group expects to achieve an increase in sales in 2019. The company continues to follow its strategy of prioritising profitability before volume.

**BMW & MINI Sales at a glance**

	In May 2019	Compared with previous year %	YTD 05/2019	Compared with previous year %
<b>Europe</b>	87,577	-5.4	439,556	-1.6
- <b>Germany*</b>	30,785	+29.6	133,949	+5.9
- <b>UK</b>	16,171	-8.0	90,591	-0.1
<b>Asia</b>	78,869	+19.6	370,351	+6.3
- <b>China (Mainland)</b>	60,903	+32.8	288,506	+15.9
- <b>Japan</b>	5,732	+4.1	27,857	-0.3
<b>Americas</b>	39,174	-2.7	178,618	-2.2
- <b>USA</b>	29,931	-3.1	139,161	-2.3
- <b>Latin America</b>	4,682	+2.3	21,327	+1.1

\*Provisional registration figures

**BMW Group sales in/ytd May 2019 at a glance**

	In May 2019	Compared with previous year %	YTD 05/2019	Compared with previous year %
<b>BMW Group Automotive</b>	210,563	+3.2	1,012,093	+0.8
<b>BMW</b>	181,888	+4.6	872,367	+1.6
<b>MINI</b>	28,255	-5.1	137,698	-4.0
<b>BMW Group electrified*</b>	11,222	+9.8	47,900	+2.2
<b>BMW Motorrad</b>	17,944	+5.2	74,958	+7.1

\*BMW i, BMW iPerformance, MINI Electric

**\*Consumption and emission data:**

**BMW 225xe iPerformance Active Tourer:** fuel consumption combined: 2.5-2.3 l/100 km; power consumption combined: 13.7-13.4 kWh/100 km; CO2 emissions combined: 57-52 g/km.

**BMW 530e iPerformance:** fuel consumption combined: 2.2-2.1 l/100 km; power consumption combined: 13.6-13.3 kWh/100 km, CO2 emissions combined: 49-47 g/km.

**MINI Cooper S E Countryman ALL4:** fuel consumption combined: 2.5-2.4 l/100 km, power consumption combined 13.7-13.4 kWh/100 km, CO2 emissions combined: 56-55 g/km.

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**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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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.

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