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## **BMW Group : record de ventes au mois de juin et pour le premier semestre de l'année.**

Au premier semestre :

Les ventes du BMW Group croissent de 5 % à 1 220 819 unités.

Les ventes de voitures électrifiées progressent de 80 %, à 42 573 unités.

En juin :

Le BMW Group a livré 232 620 voitures soit + de 2.1 %.

La marque BMW a livré 192 873 unités, + 2 %

Les ventes de MINI ont augmenté de 3 %, à 39 443 unités.

Le lancement sur le marché du MINI Countryman PHEV permet d'étendre la gamme des véhicules électrifiés à neuf modèles.

**Munich.** BMW Group sales achieved their best ever June, with sales in the month totalling 232,620, a 2.1% increase year-on-year. It was also a record first half-year with sales of the BMW Group's three premium brands, BMW, MINI and Rolls-Royce, increasing by 5.0%; a total of 1,220,819 vehicles have been delivered to customers around the world so far this year.

“June rounds off our best ever first half-year and the BMW Group remains the world's leading premium car company,” commented Dr Ian Robertson, Member of the BMW AG Board of Management with responsibility for Sales and Brand BMW. “We've already sold more than a million BMW vehicles this year, which is a new first-half-year record. June also saw our successful electrification strategy expand still further to include the MINI brand, meaning customers can now choose from nine electrified BMW Group vehicles. With sales of these models up by eighty per cent compared with the first half of last year, we're looking forward to celebrating delivery of the 200,000<sup>th</sup> electrified BMW Group vehicle later this year,” he continued.

The **BMW** brand achieved its best-ever first half-year, topping the million mark for the first time ever by this point in the year. Global BMW sales totalled 1,038,030 units, an increase of 5.2% on the same period last year. Sales of BMW brand vehicles in June totalled 192,873, up 2.0% compared with the same month last year. A wide range of models throughout the range contributed to this growth. Sales of the BMW X1 increased 45.2% (136,748) in the first half-year

while deliveries of the BMW X5 increased by 10.6% (89,958). BMW 1 Series sales grew by 6.5% (91,802) in the first half-year, while deliveries of the flagship BMW 7 Series increased during the same period by 26.9% (32,290).

June saw the arrival of the MINI Cooper S E Countryman ALL4 in the dealerships, the ninth electrified vehicle from the BMW Group which is available to purchase today. The popularity of the BMW Group's innovative premium **electrified vehicles** continues to grow at a rapid rate: in the first six months of the year, a total of 42,573 BMW i, BMW iPerformance and MINI Electric vehicles were delivered to customers, an increase of 79.8% on the same period last year. First-half-year production of electrified vehicles totalled 51,725. The BMW Group is well on track to achieve its target of selling 100,000 electrified vehicles in 2017.

Sales of **MINI** brand vehicles achieved a new record for June with 39,443 units delivered to customers around the world, an increase of 3.0% compared with the same month last year. June rounded off the brand's record first half year, with sales totalling 181,214 (+3.6%). "MINI continues to achieve sustainable growth in sales around the world," said Peter Schwarzenbauer, Member of the BMW AG Board of Management responsible for MINI, Rolls-Royce and BMW Motorrad. "Sales of the new MINI Countryman are particularly pleasing and I'm delighted that with the launch in June of the MINI Cooper S E Countryman ALL4, electric mobility is now available on a large scale from the MINI brand. Customer interest in this car has been extremely high and I'm confident we will see continued growth across the brand in the second half of the year," he added.

In the first half of 2017, the Goodwood-based **Rolls-Royce** brand delivered 1,575 (-6.5%) motor cars to customers. The same period in 2016 was particularly strong due to the popularity of the newly introduced Rolls-Royce Dawn. This base effect, combined with a temporary absence from the market of the Phantom due to the introduction of the new Phantom later this year, accounts for the decrease in sales year-on-year. Despite considerable ongoing headwinds in the luxury sector in several regions, Rolls-Royce continues to strive for long-term sustainable growth.

**BMW Motorrad** achieved its best-ever June with a total of 17,260 motorcycles and maxi-scooters delivered to customers, an increase of 15.1% on the same month last year. Those figures helped BMW Motorrad achieve a record first half-year with sales totalling 88,389 in the first six months of the year, up 9.5% on the same period last year.

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

With the automotive market experiencing challenges in several significant markets, the BMW Group continues to follow its policy of balancing sales around the world to achieve sustainable, profitable growth.

**Europe** is the BMW Group's most significant sales area and despite recent downturns in the region's two largest markets, Germany and the UK, overall BMW Group sales for the first half of 2017 are up 2.2%.

BMW Group sales in **Asia** continue to achieve significant growth this year, driven mainly by China, where combined BMW and MINI deliveries are up 18.4% in the first half-year. This strong increase is largely due to full availability of the BMW X1 and the popularity of the new BMW 1 Series sedan, a car designed exclusively for China.

BMW and MINI sales in the **Americas** continue to be affected by the decline in the overall automotive market in the USA. Meanwhile sales in other markets in the region maintain their positive growth, with BMW Group deliveries in Mexico and Latin America achieving a further double-digit increase.

	In June 2017	Compared with previous year %	In ytd June 2017	Compared with previous year %
<b>Europe</b>	108,785	-1.4	554,846	+2.2
- <b>Germany</b>	27,480	-16.5	156,104	-1.4%
- <b>UK</b>	28,618	-3.7	125,371	+2.3
<b>Asia</b>	75,388	+11.3	415,262	+15.1
- <b>China (Mainland)</b>	50,597	+11.7	293,280	+18.4
- <b>Japan</b>	8,951	+7.8	38,833	+6.4
<b>Americas</b>	42,420	0.0	216,993	-2.5
- <b>USA</b>	33,372	-1.2	171,291	-4.1
- <b>Mexico / Lat. America</b>	3,429	+8.0	17,987	+15.4

## BMW Group sales in/ytd June 2017 at a glance

	In June 2017	Compared with previous year %	In ytd June 2017	Compared with previous year %
<b>BMW Group Automotive</b>	232,620	+2.1	1,220,819	+5.0
<b>BMW</b>	192,873	+2.0	1,038,030	+5.2
<b>MINI</b>	39,443	+3.0	181,214	+3.6
<b>BMW Group electrified*</b>	9,351	+77.0	42,573	+79.8
<b>Rolls-Royce</b>	304	-35.3	1,575	-6.5
<b>BMW Motorrad</b>	17,260	+15.1	88,389	+9.5

\*BMW i, BMW iPerformance, MINI Electric

### **BMW Group en France**

BMW Group est implanté sur quatre sites en France : Montigny-le-Bretonneux (siège social), Tigery (centre de formation), Strasbourg (centre PRA international) et Miramas (centre d'essais techniques international). BMW Group emploie avec ses filiales commerciales et financières près de 1000 personnes, outre son réseau exclusif de distribution avec plus de 5.000 salariés en France.

Le volume annuel d'achats de BMW Group auprès des équipementiers et fournisseurs français se chiffre en milliards d'Euro. Parmi eux, citons, Valéo, Faurecia, Michelin, Plastic Omnium, St Gobain,... Dans le cadre de sa stratégie électro-mobilité, BMW Group a créé les marques BMW i et iPerformance et a introduit les révolutionnaires BMW i3 et BMW i8, ainsi qu'une gamme de modèles hybrides rechargeables

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec des institutions et associations culturelles de renom, telles que l'école des Gobelins et les Rencontres d'Arles de la Photographie. Depuis plus de 30 ans, BMW Group France finance des projets d'utilité publique par le biais de sa Fondation placée sous l'égide de la Fondation de France : actuellement la prévention routière pour les jeunes conducteurs. L'engagement sociétal de BMW Group se décline aussi avec ses partenariats dans le sport français : Fédération Française de Golf (FFG), et, la Fédération Française de Rugby (FFR) avec le XV de France.

### **BMW Group**

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans les domaines de la finance et de la mobilité. Entreprise de dimension mondiale, BMW Group exploite 31 sites de production et d'assemblage implantés dans 14 pays, ainsi qu'un réseau de vente présent dans plus de 140 pays.

Pour l'exercice 2016, les ventes mondiales de BMW Group ont atteint un volume total d'environ 2 367 millions d'automobiles et plus de 145 000 motos. En 2016, l'entreprise a réalisé un bénéfice avant impôts de 9,67 milliards d'euros pour un chiffre d'affaires d'environ 94,16 milliards d'euros. Au 31 décembre 2016, les effectifs de BMW Group étaient de 124 729 salariés.

De tout temps, le succès de BMW Group s'est construit sur une action responsable, axée sur le long terme. Tout au long de la chaîne de création de valeur, la stratégie de développement de l'entreprise se fonde sur la durabilité écologique et sociale, la pleine et entière responsabilité du constructeur vis-à-vis de ses produits et un engagement ferme à préserver les ressources naturelles.