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189,675 vehicles sold in September, an increase of 6.7%
Worldwide sales reach all-time high at the end of third quarter
Company maintains sales growth in nearly all regions
The BMW Group continued its successful course in September with another record month in sales. With 189,675 (prev. yr. 177,726) BMW, MINI and Rolls-Royce vehicles delivered worldwide, sales were 6.7% higher than in the same month last year. In the first nine months of 2013, sales increased by 7.5% to the new all-time high of 1,436,178 vehicles (prev. yr. 1,335,502).
Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing BMW: "We achieved record global deliveries for the month of September and the first nine months of the year. Despite initial signs of stabilisation in the European automobile market, conditions in many countries remain challenging. However, we have been able to keep our European sales on a similar level year-on-year and once again reported major gains in the U.S. and Asia. We are therefore well on our way to another increase in deliveries for the full year 2013 and a new sales record.
BMW brand worldwide sales climbed by 7.6% to 158,029 vehicles in the month under review (prev. yr. 146,852). Growth was primarily driven by the BMW 3 Series, which amounted to 44,752 vehicles, an increase of 13.9% on the previous year (39,304).
Year-to-date, the BMW brand has delivered 1,209,598 vehicles, an increase of 9.0% on the same period in 2012 (1,109,962). Demand for the BMW X1 remained strong with 116,451 vehicles sold in the first nine months, an increase of 13.6% on the previous year (102,519). The BMW X1 has proven to be yet another success story for the BMW Group with over 500,000 units delivered to customers since its launch at the end of 2009. The BMW 3 Series increased sales by 27.6% year-to-date, with a total of 365,772 vehicles delivered (prev. yr. 286,622). Sales of the BMW X3 continued to be strong, climbing 5.7% to 113,945 vehicles (prev. yr. 107,833).
The BMW 5 Series reaffirmed its clear segment leadership with 270,902 units sold (prev. yr. 263,738/ +2.7%) and the BMW 6 Series continued to perform well with 20,360 vehicles delivered year-to-date (prev. yr. 16,607/ +22.6%).
MINI posted its best ever September sales with 31,313 vehicles delivered worldwide (prev. yr. 30,563/ +2.5%). The brand recorded growth in several of its key markets including the U.S. (5,306/ +8.3%), Mainland China (2,740/ +4.1%) and Japan (1,700/ +5.7%). MINI also had its most successful first nine months ever, despite continued headwinds in Europe. In the period up to and including September, MINI sold 224,280 vehicles (prev. yr. 223,214/ +0.5%).
Sales of Rolls-Royce Motor Cars in the first three quarters of the year totalled 2,300 units (prev. yr. 2,326/ -1.1%). Strong performances were seen in China and the Middle East, although some markets, particularly in mainland Europe, remained challenging. Pleasing global sales were seen in September (333/ +7.1%) with third quarter sales up 13.6% (825) on last year. This growth, together with the overwhelmingly positive response to the new Rolls-Royce Wraith, reflects the cautious optimism that was expressed by Rolls-Royce at the beginning of the year. A strong finish to 2013 is anticipated.
BMW Motorrad achieved a new all-time retail high in September with 9,264 units (prev. yr.: 9,215 units/ +0.5%). Supplies of motorcycles and maxi scooters from January up to and including September totalled 93,154 units (prev. yr.: 85,944 units/ +8.4%).
The BMW Group reported gains in nearly all of its markets last month.
In Asia, sales grew by 18.0% in September to 54,014 vehicles (prev. yr. 45,782). The BMW Group made strong gains in Asia in the first nine months of the year, with sales climbing 17.8% to 421,456 vehicles (prev. yr. 357,841). The company achieved robust growth in Mainland China, which accounted for 35,804 deliveries in September, an increase of 20.8% over the same month in the previous year (29,631). Year-to-date, 284,964 BMW and MINI vehicles have been sold in Mainland China (prev. yr. 237,056) which reflects an increase of 20.2%. The BMW Group posted solid gains in other Asian markets in the first nine months of the year, including Japan (46,502/ +10.8%) and South Korea (29,409/ +19.8%).
In the Americas, the BMW Group delivered 36,889 vehicles in September (prev. yr. 34,050/ +8.3%). Since the beginning of the year, 325,078 vehicles were delivered to customers in the Americas, which is an increase of +11.8% on the previous year (290,888). The BMW Group in the U.S. reported September sales of 28,874 vehicles (prev. yr. 26,660/ +8.3%). Year-to-date, company sales in the U.S. are up 11.6% with a total of 262,200 vehicles sold, compared to 234,928 in the same period in 2012.
In Europe, BMW Group sales in September were slightly above last years level with a total of 93,073 vehicles delivered (prev. yr. 92,450/ +0.7%). In the first nine months, BMW Group sales remained at last years level, with a total of 641,195 vehicles delivered (prev. yr. 639,828/ +0.2%).
The BMW Group
The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.
In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.
The success of the BMW Group has always been built 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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Drei Marken, ein Anspruch: immer noch besser zu werden. Dank unserer kompromisslosen Ausrichtung am Premiumgedanken und am Nachhaltigkeits-Prinzip begeistert die BMW Group heute weltweit mehr Menschen denn je. Wir stehen vor enormen Herausforderungen: Die Welt verändert sich mit hoher Geschwindigkeit. In vielen Ländern bleibt individuelle Mobilität im Fokus politischer Regulierung und nationaler Industriepolitik.

Der Wertewandel in der Gesellschaft erfordert neue Mobilitätslösungen. Volatilität ist längst Teil unseres unternehmerischen Alltags. Die hohe Staatsverschuldung und die Euro-Krise verunsichern Märkte und Verbraucher. Mit der Strategie Number ONE richten wir die BMW Group in einem veränderten Umfeld auf Profitabilität und langfristige Wertsteigerung aus ? technologisch, strukturell und kulturell. Im Jahr 2007 haben wir damit die Weichen für eine erfolgreiche Zukunft gestellt und setzen Maßnahmen in vier Säulen der Strategie um: Wachstum, Zukunft gestalten, Profitabilität und Zugang zu Technologien und Kunden. Unsere Aktivitäten sind dabei weiter auf die Premiumsegmente der internationalen Automobilmärkte ausgerichtet. Die strategische Zielsetzung reicht bis in das Jahr 2020 und ist klar definiert: Die BMW Group ist der weltweit führende Anbieter von Premium-Produkten und Premium-Dienstleistungen für individuelle Mobilität.