

BMW Group



Sales BMW of North America, LLC, March 2010

	Mar. 10	Mar. 09	%	YTD Mar. 10	YTD Mar. 09	%
1 Series	949	939	1.1%	2,273	2,508	-9.4%
3 Series	9,413	8,464	11.2%	21,648	19,891	8.8%
Z4	250	36	594.4%	837	102	720.6%
5 Series	2,886	4,040	-28.6%	7,625	9,827	-22.4%
6 Series	214	371	-42.3%	451	962	-53.1%
7 Series	733	917	N/A	2,940	950	N/A
BMW passenger cars	14,445	14,767	-2.2%	35,774	34,240	4.5%
X3	716	453	58.1%	1,355	1,114	21.6%
X5	2,536	2,001	26.7%	7,953	6,562	21.2%
X6	363	299	21.4%	1,241	815	52.3%
BMW light trucks (SAVs)	3,615	2,753	31.3%	10,549	8,491	24.2%
BMW brand	18,060	17,520	3.1%	46,323	42,731	8.4%
Cooper /S Hardtop	2,248	2,450	-8.2%	5,445	5,951	-8.5%
Cooper /S Convertible	496	251	97.6%	1,305	343	280.5%
Cooper /S Clubman	866	904	-4.2%	1,978	2,219	-10.9%
MINI brand	3,610	3,605	0.1%	8,728	8,513	2.5%
TOTAL BMW of North America, LLC	21,670	21,125	2.6%	55,051	51,244	7.4%