

BMW GROUP (BMW and MINI) REPORTS JANUARY SALES

BMW Group sales down 22 Percent as expected for the month. MINI brand Sales Up 20 Percent for January. US full year forecast confirmed.

Woodcliff Lake, NJ – February 4, 2008... The BMW Group in the U.S. (BMW and MINI combined) today reported January vehicle sales of 16,935, down 22.4 percent as expected from the 21,811 vehicles sold in the same month of 2007. Sales were impacted by lower than normal inventory levels due to a very strong retail performance in December and high demand for all-wheel drive models.

The BMW Group expects that BMW Group retail sales in the U.S. will be slightly ahead of 2007 at the end of this year.

BMW Brand Sales

BMW brand sales were down 26.7 percent, to 14,475 vehicles compared to 19,761 vehicles sold during January 2007.

BMW Automobile Sales

Monthly sales of BMW brand automobiles decreased 28.8 percent in January, to 11,053 versus 15,528 in 2007.

BMW Sports Activity Vehicles

Sales of BMW Sports Activity Vehicles were down 19.2 percent for the month, to 3,422 vehicles compared to the 4,233 reported last January.

MINI Brand Sales

MINI USA reported a 20 percent increase in January sales, to 2,460 cars compared to 2,050 cars sold in the same period a year ago.

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

	Jan 2008	Jan 2007	%	YTD 2008	YTD 2007	%
BMW brand	14,475	19,761	-26.7	14,475	19,761	-26.7
BMW passenger cars	11,053	15,528	- 28.8	11,053	15,528	- 28.8
BMW light trucks (SAVs)	3,422	4,233	-19.2	3,422	4,233	-19.2
MINI brand	2,460	2,050	20.0	2,460	2,050	20.0
TOTAL Group	16,935	21,811	-22.4	16,935	21,811	-22.4

BMW Certified Pre-Owned

CPO sales were up 33.8 percent, to 7,313 over the 5,464 reported in the same month a year ago.