

## **BMW GROUP REPORTS FEBRUARY SALES**

**BMW Group (BMW and MINI combined) sales slightly behind by 1.8 percent for the month. MINI brand sales up 44.2 percent for February.**

**Woodcliff Lake, NJ – March 3, 2008...** The BMW Group in the U.S. (BMW and MINI combined) today reported February vehicle sales of 24,190, slightly down by 1.8 percent from the 24,642 vehicles sold in the same month of 2007. Year-to-date, BMW Group sales are down 11.5 percent, to 41,125 vehicles versus the 46,453 sold in the first two months of 2007.

The result reflects BMW Group's expectations for the month. Upcoming new products like the BMW 1 Series Coupe and Convertible, BMW's Sports Activity Coupe X6, and the new twin-turbo charged Advanced Diesel engines for the 3 Series and the X5 all arriving later this year will push sales volumes again. MINI continues its success story in the U.S. with the launch of its third variant – the all new MINI Clubman – which hit the showrooms in February.

### **BMW Brand Sales**

BMW brand sales were down 6.7 percent, to 20,775 vehicles compared to 22,274 vehicles sold during February 2007. Year-to-date, BMW reported sales of 35,250 vehicles compared to the 42,035 reported in the same period a year ago, a decrease of 16.1 percent.

### BMW Automobile Sales

Monthly sales of BMW brand automobiles decreased 8.5 percent in February, to 15,869 versus 17,342 in 2007. For the first two months combined, BMW automobile sales decreased 18.1 percent to 26,922 versus 32,870 reported in the same period last year.

### BMW Sports Activity Vehicles

Sales of BMW Sports Activity Vehicles were slightly down 0.5 percent for the month, to 4,906 vehicles compared to the 4,932 reported last February. Year-to-date, BMW SAV sales are down 9.1 percent to 8,328 vehicles from 9,165 in 2007.

### **MINI Brand Sales**

MINI USA reported a 44.2 percent increase in February sales, to 3,415 cars compared to 2,368 cars sold in the same period a year ago. MINI USA also reported sales of 5,875 for the first two months of 2008, an increase of 33.0 percent over the 4,418 sold in the same period a year ago.

**Table: Sales BMW of North America, LLC, February 2008**

	Feb 2008	Feb 2007	%	YTD 2008	YTD 2007	%
<b>BMW brand</b>	<b>20,775</b>	<b>22,274</b>	<b>-6.7</b>	<b>35,250</b>	<b>42,035</b>	<b>-16.1</b>
BMW passenger cars	15,869	17,342	-8.5	26,922	32,870	-18.1
BMW light trucks (SAVs)	4,906	4,932	-0.5	8,328	9,165	-9.1
<b>MINI brand</b>	<b>3,415</b>	<b>2,368</b>	<b>44.2</b>	<b>5,875</b>	<b>4,418</b>	<b>33.0</b>
<b>TOTAL Group</b>	<b>24,190</b>	<b>24,642</b>	<b>-1.8</b>	<b>41,125</b>	<b>46,453</b>	<b>-11.5</b>

### **BMW Certified Pre-Owned**

CPO sales were up 45.7 percent in February, to 8,311 over the 5,706 reported in the same month a year ago. Year-to-date, the division reported sales of 15,624 automobiles, an increase of 39.9 percent, compared to the 11,170 vehicles reported in the first two months of 2007.

### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 models and X5 Sports Activity Vehicles and the upcoming X6 Sport Activity Coupe. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 82 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.