

BMW Group



Sales BMW of North America, LLC, September 2010

	Sept. 10	Sept. 09	%	YTD Sept. 10	YTD Sept. 09	%
1 Series	1,155	1,509	-23.5%	9,745	8,952	8.9%
3 Series	8,945	6,523	37.1%	73,395	67,220	9.2%
Z4	100	325	-69.2%	3,265	2,306	41.6%
5 Series	2,859	2,861	-0.1%	24,476	29,690	-17.6%
6 Series	50	446	-88.8%	2,250	3,055	-26.4%
7 Series	783	739	6.0%	9,746	5,950	63.8%
BMW passenger cars	13,892	12,403	12.0%	122,877	117,173	4.9%
X3	146	1000	-85.4%	5,036	5,098	-1.2%
X5	3,632	1,393	160.7%	25,218	18,650	35.2%
X6	558	251	122.3%	4,333	3,302	31.2%
BMW light trucks (SAVs)	4,336	2,644	64.0%	34,587	27,050	27.9%
BMW brand	18,228	150,047	21.0%	157,464	144,223	9.2%
Cooper /S Hardtop	3,304	2,066	59.9%	22,281	21,939	1.6%
Cooper /S Convertible	1,046	957	9.3%	5,801	4,930	17.7%
Cooper /S Clubman	543	1105	-51.7%	6,506	8,127	-19.9%
MINI brand	4,884	4,128	18.3%	34,588	34,966	-1.2%
TOTAL BMW of North America, LLC	23,112	19,175	20.5%	192,052	179,219	7.2%