BMW Group Sales In October Higher Than Ever

Wednesday 11 November, 2015

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- BMW Group sales up 7.1% in first ten months to 1,836,464
- Growth in all three main sales regions
- BMW X range shows strong growth
- High customer demand for new BMW 7 Series
- MINI sales up 15.4% in year-to-date: global deliveries total 272,819

Munich. Following on from the best ever first three quarters in the company's sales history, October was another record month for BMW Group deliveries. Sales of BMW, MINI and Rolls-Royce brand vehicles totalled 191,651 for the month, an increase of 4.0% compared with the same period last year. In the first ten months of the year, total sales of BMW Group vehicles increased by 7.1% (1,836,464).

“Our sales continue to grow steadily in all regions of the world, despite ongoing volatility in some markets," said Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW. “Sales of our trend-setting BMW X models are showing particularly good growth in a competitive environment and the new BMW X1 is in extremely high demand. Customers around the world are responding very positively to the new BMW 7 Series, which has also just arrived in the showrooms, so we are expecting to see additional momentum going towards the end of the year," he continued.

BMW brand sales increased by 6.3% in October, with a total of 164,915 vehicles sold to customers in the month. Deliveries in the first ten months of the year rose 5.8% compared to the same period last year, with a total of 1,560,697 BMW brand vehicles sold.

The BMW 2 Series range continues to grow its sales with a total of 15,615 delivered worldwide in October. The best-seller remains the 2 Series Active Tourer, which more than quadrupled its monthly sales to total 7,915 customer deliveries. Meanwhile with 11,575 units delivered worldwide in October, sales of the BMW 4 Series range are up 6.3% on the same month last year. The brand's biggest growth drivers, however, continue to be the ever-popular X vehicles. October sales of the BMW X3 increased by 7.3% (11,915) while the X4 grew sales by 5.0% in the month, with a total of 4,428 delivered worldwide. A total of 13,541 BMW X5 vehicles were delivered to customers in October (+9.1%) while sales of the BMW X6 almost tripled to a total of 4,335 in the month.

2,553 BMW i vehicles were delivered to customers in October, 6.2% more than in the same month last year. BMW i sales in the first ten months are up 78.6% year-on-year (23,133).

Sales of the **MINI** brand continue to grow year-on-year, with a total of 272,819 vehicles delivered to customers around the world in the first ten months, an increase of 15.4%.

Sales of the MINI 3 door for the year through October have increased 8.0%, with a total of 105,072 delivered to customers. Global sales of the MINI 5 door total 75,562 in the year so far. The 5 door MINI has proved very popular since its launch last September – deliveries in October were around four-times higher than the same month last year, totalling 7,601. The new MINI Clubman came onto the market at the end of October and is expected to bring further momentum to brand's sales.

Once again, the BMW Group achieved **sales growth in all major sales regions** both in October and in the year-to-date, following the company's strategy of balanced global sales.

With a range of markets in the region continuing to show double-digit growth, **Europe** is providing strong momentum in the year-to-date. With deliveries in the region totalling 816,220, BMW and MINI combined sales are up 10.1% on the same period last year. Great Britain, the BMW Group's fourth biggest market, is maintaining strong sales growth with 189,967 vehicles delivered to customers so far this year, an increase of 14.5%. Many other markets also achieved double-digit growth, especially in southern Europe. Customer deliveries in Italy, for example, are up 12.1% in the first ten months (57,889), with sales in Portugal up 25.5% (12,130).

Sales volume in the **Americas** continues to increase steadily; a total of 402,276 BMW and MINI vehicles have been delivered to customers in the region so far this year, an increase of 5.6%. In the USA, sales in the first ten months of 2015 totalled 328,456, up 5.4%. Customer deliveries in Canada over the same period rose 10.0% (34,937) while Mexico achieved a sales increase of 18.7% (14,148).

The first ten months of the year have also seen more BMW and MINI vehicles delivered in **Asia** than ever

before, with sales of 561,124, up 4.4% compared with the same period last year. Sales in mainland China grew 2.3% in the year-to-date, with a total of 384,176 BMW and MINI vehicles delivered to customers. Deliveries in South Korea continue to show double-digit growth with 44,567 vehicles sold so far this year, up 17.5%. Deliveries in Japan climbed 9.7% in the year-to-date (55,416).

The strong sales momentum at **BMW Motorrad** continued in October with a total of 9,211 units sold in the month, an increase of 4.3% compared with the same month last year. In the first ten months of the year, 121,622 customers around the world took delivery of a BMW Motorrad vehicle, up 11.5% on the same period last year.

BMW Group sales in/up to October 2015 at a glance

	In October 2015	**Compared with~ previous year**	**Up to/including# October 2015**	**Compared with previous year**
BMW Group	191,651	+4.0%	1,836,464	+7.1%
Automobiles				
BMW	164,915	+6.3%	1,560,697	+5.8%
MINI	26,392	-8.5%	272,819	+15.4%
BMW Motorrad	9,211	+4.3%	121,622	+11.5%

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2,118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based 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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