

The BMW Group in the U.S.

Basic Facts

- The BMW Group entered the U.S. market in 1968 with the “2002,” creating an all-new segment: the sports sedan. The success of this vehicle led to the foundation of BMW of North America, LLC in 1975.
- Since its arrival in the U.S., the company has been a solid contributor to America’s economic, social, and sustainable advancement. Today, the U.S. is BMW Group’s second home with a growing footprint.
- BMW has been a manufacturer in the U.S. since 1994. Plant Spartanburg located in South Carolina is currently undergoing a \$750 million expansion.
- 7,000 people work for the BMW Group in facilities in 10 U.S. states. Direct and indirect employment accounts for 50,000 jobs in the U.S.
- In addition to BMW NA’s Headquarters just outside of New York City (in Woodcliff Lake, NJ) other important facilities in the U.S. are:
 - National Engineering Center, Woodcliff Lake, NJ
 - BMW Manufacturing, Spartanburg, SC
 - BMW Performance Center, Greer, SC
 - DesignworksUSA, Newbury Park, CA
 - Emissions and Validation Testing Center, Oxnard, CA
 - BMW Group Advanced Technology Office, Palo Alto, CA
 - BMW Financial Service, Hilliard, OH
 - Governmental Affairs Offices in Washington, DC and Sacramento, CA
- Four regional offices and training centers, three vehicle and six parts distribution centers in ten states across the country.
- BMW Group cooperates with major academic institutions on the East and West Coast to develop joint projects that are helping to train tomorrow’s leaders.
- In 2008, \$100 million was spent expanding and modernizing BMW NA’s Headquarters in Woodcliff Lake, NJ – 30 percent was allocated for environmental site preparation; this was the company’s second largest investment in the U.S. (behind Spartanburg’s current plant expansion).

Products & Sustainability

- Between 2010 and 2012, over 60 percent of BMW’s current volume will be replaced with all new vehicles starting off with the 5 Series in June 2010. The all new X3 and X1 will arrive thereafter.
- In 2012, BMW will have the youngest model line-up of all premium manufacturers in the U.S. (on average 2.6 years in 2012, down from 3.3 in 2008).
- MINI’s product portfolio will double from three to six models starting in 2011 (MINI Countryman, Coupe and Roadster).
- The BMW Group has delivered more fleet CO2 reductions than any other auto manufacturer in the U.S. Average CO2 emissions were reduced by 12.3 percent and consumption by 14 percent between 1990 and 2005. (Source: Environmental Defense Fund).
- Advanced clean diesel-powered vehicles are a key element to meet tougher new emission regulations. With the 335d and X5d, BMW introduced two diesel vehicles to the U.S. in 2009.

Sales

- In 2009, the BMW Group (BMW and MINI combined) sold 241,727 vehicles in the U.S. This accounts for about 20 percent of global sales making the U.S. BMW Group's second largest market behind the German home market.
- The BMW Group continues to be the best selling premium European vehicle maker in the U.S.
- The BMW brand finished 2009 with sales of 196,502 units, holding the number two spot in the premium market with a stable market share of about 15 percent. Only Lexus was ahead with 16 percent market share.
- For MINI USA, 2009 was the brand's second best year and the U.S. continues to be MINI's largest market worldwide.
- In 2009, BMW Motorcycles had the best performance in the industry. While the market was down 42 percent, BMW was down only 18 percent to 9,191 units.
- BMW's Certified Pre-Owned (CPO) program sold a record breaking 114,423 units leading its closest competitor (Mercedes Benz) by 58 percent in 2009.
- BMW Financial Services, est. in 1992, finances over half of the BMW and MINI vehicles sold or leased in the U.S. with more than \$29 billion in serviced assets and 850,000 automotive lending contracts.

BMW Manufacturing, Spartanburg, SC

- BMW Manufacturing was established in 1992 as BMW's first full manufacturing facility outside of Germany. Over 1.5 million vehicles have been produced in Spartanburg since 1994.
- It is the exclusive worldwide production site for all BMW X5 and X6 and future home of the X3 (production starting in fall 2010).
- In 2009, the plant manufactured 123,054 vehicles. Approximately 70 percent of Spartanburg's total production is shipped to world markets making BMW the largest vehicle exporter in the U.S. to non-NAFTA countries.
- The plant has 5,000 full-time people working on site.
- Plant Spartanburg is currently being expanded with a \$750 million investment to increase its production capacity from 160,000 to 200,000 by 2012; this will also create additional jobs.
- Plant Spartanburg was named EPA's "Energy Partner of the Year" in 2008 for its clever use of energy. Today, over 60 percent of the plant's total energy needs are covered by recycled methane gas from a local landfill. In 2009, BMW Manufacturing invested \$12 million to expand the size and efficiency of its landfill methane "Gas-to-Energy" program.
- Since 1992, BMW Group has invested approximately \$4.4 billion in its South Carolina operations (this includes the current \$750 million investment to expand the plant).
- Each year, BMW Manufacturing contributes about \$8.8 billion into South Carolina's economy and is responsible for the creation of over 23,000 jobs in the state including 40 suppliers located near the factory significantly multiplying the economic impact of the plant to the region.
- Locating the Plant in the U.S. led to the creation of a North American supplier network encompassing 170 companies from Canada to Mexico to California.

Dealers

- BMW Group's products are sold and serviced through a nationwide network of 338 BMW dealerships, 91 MINI, 31 Rolls-Royce, and 143 BMW Motorcycle dealerships.
- MINI successfully established the premium small car segment in the U.S. since its launch in 2002 and continues to grow – there will be 100 MINI dealers by summer 2010.

- In 2009, BMW and MINI dealers combined investment in their facilities and local communities was \$427 million; BMW dealers alone have invested over \$2 billion in state-of-the-art retail centers in the last ten years.
- BMW dealer profitability is among the highest in the industry (2.8 percent in 2009); aftersales, accessories and BMW's certified pre-owned business cover 97 percent of dealer's fixed costs.

The BMW Group Worldwide

- The BMW Group is the world's largest premium manufacturer of vehicles.
- The Group is the only automotive manufacturer in the world concentrating exclusively on premium brands – BMW, MINI, and Rolls-Royce.
- As a global company, the Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.
- BMW Group sales (2009):
 - Automobiles: 1,285,310 vehicles (BMW brand: 1,068,770; MINI: 216,538; Rolls-Royce: 1,002)
 - BMW Motorcycles: 87,306
- BMW Group employees: 96,000 worldwide
- The BMW Group has been named sector leader in the Dow Jones Sustainability Index for five consecutive years – the most sustainable automobile company worldwide.
- In Fortune 500 The World's most admired companies index the BMW Group has been ranked industry leader for the second time in a row

More Information

- US consumer websites: www.bmwgroupna.com; www.bmwusa.com; www.miniusa.com
- Media: www.press.bmwna.com; www.bmwgroupusanews.com
- Rolls-Royce Motor Cars: www.rolls-roycemotorcars.com
- Motorcycles: www.bmwmotorcycles.com
- BMW Manufacturing: www.bmwusafactory.com
- DesignworksUSA: www.designworksusa.com
- Financial Services: www.fs.bmwna.com
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