

BMW Group Asia Corporate Communications



Media Information

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BMW Group Asia sales outperform the market 2010.

BMW secures position as Singapore's leading premium brand.
MINI achieves an outstanding 74% increase in sales volume.

Singapore. BMW Group Asia has reported a rise of 30% in its 2010 sales volume compared to 2009, increasing from 6,155 to 7,976 sales of BMW and MINI vehicles. The BMW and MINI brands saw an increase in sales volume of 27% and 74% respectively, in the South East Asia and Pacific Islands regions.

"We have seen strong sales growth from BMW Group in the East Asia and Pacific Islands region, with sales even exceeding pre-crisis levels. BMW has outperformed the market and secured BMW's position as the leading premium brand of 2010 in Brunei, French Polynesia, Philippines, New Caledonia, and Singapore where we saw a 21% increase in BMW vehicles sales," said Ms. Karen Lim, Acting Managing Director and Finance Director, BMW Group Asia.

"Furthermore, we saw significant growth in MINI, with 2010 figures ending at 548 units for the region. It is testament that our strategy to expand the MINI brand in the region is paying off."

In 2011, BMW Group Asia will be launching various new models in the region, including:

- BMW 1 Series M Coupé
- BMW 6 Series
- BMW X3
- MINI Countryman

BMW sales volume in South East Asia and the Pacific Islands region:

Market	Sales volume		% change
	End Dec 2009	End Dec 2010	
Bangladesh	15	42	180
Brunei	213	261	23
French Polynesia	39	74	90
Guam	54	81	50
Indonesia	901	1,240	38
Mongolia	6	15	150

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New Caledonia	113	176	56
Philippines	608	664	9
Singapore	3,550	4,287	21
Sri Lanka	-	44	-
Vietnam	334	544	63
BMW Total	5,840	7,428	27

MINI sales volume in South East Asia and the Pacific Islands region:

Market	Sales volume		% change
	End Dec 2009	End Dec 2010	
French Polynesia	30	26	-13
New Caledonia	57	90	58
Philippines	15	145	867
Singapore	203	275	36
MINI Total	315	548	74

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About BMW Group Asia

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the East Asia region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

The BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues for 2009 totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

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