

Setting records



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The new generation BMW X3, built in BMW Manufacturing's Greer facility, helped lead the company to strong global results during the first quarter.

BMW's hopes high for rest of the year

Best July sales ever fuel optimism

By Jenny Munro
STAFF WRITER
jmunro@greenvillenews.com

BMW Group, tucking a successful July under its belt, is "aiming for a record year in 2011," Ian Robertson, member of BMW's board of management responsible for sales and market, said Monday.

"We have just reported the most successful July sales ever, and we are well on our way to achieving our recently announced target of over 1.6 million vehicles in 2011, the best ever sales result for the BMW Group," he said. "We are clearly benefiting from a very attractive product

line-up, which is finding success with customers right across the globe."

BMW reported a July sales increase of 7.6 percent, with 129,094 BMWs, Minis and Rolls-Royces sold worldwide.

Over the past seven months, deliveries climbed 17.9 percent to 962,468 vehicles.

BMW said it made substantial gains in many markets in July. In the United States, the company delivered 11.7 percent more vehicles in July than in the same month in 2010.

To keep up with demand, the company recently announced it is hiring 100 professional

employees and an unspecified number of production workers at BMW Manufacturing Co. in Greer. The goal is to produce 270,000 vehicles in the Upstate this year.

Harald Krueger, a BMW board member responsible for human resources, was in the Upstate last week for the hiring and recruiting announcement.

"I'm personally a big fan of South Carolina and this plant. This is a tremendous success story," he said, adding BMW is committed to future investment in the state.

Sales growth was driven by the X3, which is built in the Greer factory along with the X5 and X6.