



Press Information
April 1, 2009

BMW Group Canada sales up 7% for March.

BMW, MINI, Motorrad and Pre-Owned all post March sales increases.

Whitby, Ontario. BMW Group Canada (BMW and MINI Brands combined) sales increased 7% for March 2009, representing 2,018 vehicle sales. Year-to-date sales for BMW Group Canada are 4,324 units, down 5% compared to the same period last year.

BMW Brand: March Sales Increase 8%.

The BMW brand retailed 1,711 units, up 8% over March 2008. Year-to-date, 3,781 BMWs have been retailed, a slight decrease of 1% compared to the same period last year.

MINI Brand: MINI sales up 4% in March.

In March, there were 307 MINIs sold, up 4% compared to March 2008. Year to date, 543 MINIs have been sold, down 22% compared to the same period in 2008.

BMW Motorrad: Record March Motorcycle sales.

BMW Motorrad Canada set a March sales record of 168 units, which is a sales increase of 124% compared to March 2008 sales. Year-to-date, sales are up 138% to 236 units compared to the same period last year.

BMW Pre-Owned: Best ever March sales for BMW Certified Series Pre-Owned.

The BMW Certified Pre-Owned division posted record March sales. BMW Certified Series Pre-Owned sales increased 42% to 785 units compared to March 2008. Total BMW Pre-Owned sales were up 41% to 909 units in March.

Year-to-date, total BMW Pre-Owned sales are up 30%, with 2,250 units sold. Of those, 1,928 units were BMW Certified Series Pre-Owned sales, which are up 33% compared to the same period last year.

MINI Pre-Owned: Record March MINI Pre-Owned Sales.

Total MINI Pre-Owned vehicle sales are up 34% in March compared to March 2008 with 79 units sold. Of those units, 50 were MINI NEXT Certified Pre-Owned units, up 14% compared to March 2008. Year-to-date MINI pre-owned sales are up 20% to 185 units compared to the same period in 2008. Of those sales, 113 were MINI NEXT Certified Pre-Owned sales, an increase of 10% compared to the same period last year.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada

BMW Group

Canada

Corporate Communications



and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

- 30 -

For more information, please contact:

Stacy Morris, Specialist – Business, Marketing, Lifestyle
BMW Group Canada
Office – 905-428-5076 / Stacy.morris@bmwgroup.ca