



Media Information  
November 2, 2010

**BMW Group Canada achieves best ever October retails.  
BMW reports best ever October sales.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) achieved best ever October retail sales with 2,831 units, an increase of 5.2% compared to October 2009. On the year, BMW Group Canada reported sales of 26,180 units, representing an increase of 7.2% over the same period last year.

**BMW Brand.**

BMW reported best ever October sales with 2,425 retails, up 4.9% from October 2009. Year-to-date BMW has reported sales of 22,440 units, an increase of 7.9% over the same period last year.

**BMW Pre-owned achieves record month in October.**

BMW pre-owned reported 1,252 retails in October, an increase of 28.4% compared to October 2009 and marking the 2<sup>nd</sup> best month ever. Year-to-date BMW pre-owned sales were up 17.7% to 10,695 units versus the same period last year.

**MINI Brand.**

MINI reported 406 units sold in the month of October, an increase of 6.8% from October 2009. Year-to-date, MINI has reported 3,740 retails, an increase of 3.6% over the same period last year.

**MINI Pre-owned.**

MINI pre-owned reported sales of 102 units in October, an increase of 88.8% compared to October 2009. Year-to-date MINI pre-owned sales have increased 84.1% per cent over 2009 to 1,199 units.

**BMW Motorrad achieves record year-to-date retails**

BMW Motorrad Canada reported retails in October of 104 units, an increase of 26.8% over the same period in 2009. BMW Motorrad breaks through CY2009 total retails, with year-to-date sales of 1,865 units an increase of 7.9% over last year.

**BMW Group Canada**

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles,

BMW Canada Inc.  
a BMW Group Company

BMW Canada Inc.  
une compagnie  
du BMW Group

Head Office/  
Siège social  
50 Ultimate Drive  
Richmond Hill, Ontario  
Canada  
L4S 0C8

Telephone/  
Téléphone  
(905) 683-1200

Facsimile/  
Télécopieur  
(905) 428-5668

Internet  
[www.bmw.ca](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)



Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada 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 41 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

### **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 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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### **For more information, please contact:**

Barb Pitblado, Director, Corporate Communications  
BMW Group Canada  
Office - 905-428-5005 / Cell – 416-627-0436 / [barb.pitblado@bmwgroup.ca](mailto:barb.pitblado@bmwgroup.ca)