



Media Information

March 1, 2011

## **BMW Group Canada reports best-ever February.**

Refreshed models provide sales impetus.

**Richmond Hill, ON.** Following a record-breaking January, BMW Group Canada achieved its best-ever February with 2,035 units sold (BMW and MINI combined). The first two months of 2011 have seen double-digit sales increases for the company, with February's results representing an increase of 26 per cent over February 2010.

"The new year is off to a strong start for us," said Manfred Braunl, president and CEO, BMW Group Canada. "Our recently launched products are making an impact, and we have more great product on the way, including the all-new BMW X1. We're looking forward to seeing the impact these new products will have in the market."

### **BMW.**

The BMW brand reported 1,803 units sold in February, marking a 27 per cent increase over February 2010. High-performing models included the 5 Series and X5, which were relaunched in 2010, and the completely redesigned X3, which went on sale at Canadian retailers just last month.

### **MINI.**

The MINI brand reported 232 sales in February, an increase of 20 per cent compared to the same period last year. The newly refreshed line-up and the recent introduction of the MINI Countryman have helped garner attention for the brand.

### **Motorrad.**

BMW Motorrad Canada reported 60 retails in February, a decrease of 14 per cent over the same month last year.

### **Pre-owned.**

BMW pre-owned reported February retails of 907 units, representing a 21 per cent increase over February 2010, when 752 units were sold.

MINI's pre-owned monthly sales increased over 200 per cent with 178 units sold, compared to 57 pre-owned sales in February 2010.

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**BMW Group in 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, 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, 18 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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