



Media Information

September 1, 2011

## **BMW Group Canada achieves best-ever August.**

New record for year-to-date sales.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported 2,844 retails in August, an increase of 4.1 per cent over August, 2010. A total of 22,605 units have been sold so far this year, an increase of 11.4 per cent over last year.

### **BMW.**

The BMW brand achieved its best ever August with 2,442 sales, an increase of 4.3 per cent over the same month last year. The all-new X1 continues its strong debut, with the 5 Series, X3 and X5 models performing well also. Year-to-date sales of 19,300 units represent an increase of 10.8 per cent compared to the same period last year. With another monthly sales record secured in August, the brand has now set new monthly sales records in seven of the last eight months.

### **MINI.**

MINI reported sales of 402 units in August, an increase of 3 per cent over August, 2010. The hatch model drove sales for the MINI brand in August. MINI has sold 3,305 units year-to-date, an increase of 15 per cent over the same period last year.

### **Motorrad.**

BMW Motorrad Canada reported best-ever August sales of 186 units, an increase of 0.5 per cent compared to August, 2010. The year-to-date figure for the brand is 1,354 units, a decrease of 16.4 per cent compared to the same period last year.

### **Pre-owned.**

BMW pre-owned reported 1,095 units retailed in August, a decline of 4.1 per cent over August, 2010. Year-to-date, a total of 8,665 units have been sold, marking an increase of 3.7 per cent compared to the same period last year.

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On the MINI side, 142 units were sold, a decrease of 9.6 per cent over August, 2010. On the year, MINI pre-owned has sold 1,458 units, an increase of 47.6 per cent over the same period last year.



**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 43 BMW automobile retail centres, 20 BMW motorcycle retailers, and 28 MINI retailers represents the BMW Group across the country.

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