BMW Canada Inc.

a BMW Group Company

BMW Canada Inc.

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du BMW Group

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Media Information

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BMW Group Canada achieves best-ever September.

New record for year-to-date sales.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported 3,289 retails in September, an increase of 7.7 per cent over September, 2010. A total of 25,894 units have been sold so far this year, an increase of 10.9 per cent over last year.

**BMW.**

The BMW brand achieved its best ever September with 2,824 sales, an increase of 8.5 per cent over the same month last year. Once again, the X1 continues strong, with the X3 and X5 models performing well also. Year-to-date sales of 22,124 units represent an increase of 10.5 per cent compared to the same period last year. With another monthly sales record secured in September, the brand has now set new monthly sales records in eight of the last nine months.

**MINI.**

MINI reported sales of 465 units in September, an increase of 3.1 per cent over September, 2010. The all-new Countryman model drove sales for the MINI brand in September. MINI has sold 3,770 units year-to-date, an increase of 13 per cent over the same period last year.

**Motorrad.**

BMW Motorrad Canada reported September sales of 120 units, a decrease of 14.9 per cent compared to September, 2010. The year-to-date figure for the brand is 1,474 units, a decrease of 16.3 per cent compared to the same period last year.

**Pre-owned.**

BMW pre-owned reported 1,153 units retailed in September, an increase of 5.5 per cent over September, 2010. Year-to-date, a total of 9,808 units have been sold, marking an increase of 3.9 per cent compared to the same period last year.

On the MINI side, 133 units were sold, an increase of 22.2 per cent over September, 2010. On the year, MINI pre-owned has sold 1,591 units, an increase of 45.3 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.

-30-

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