



Media Information

November 1, 2011

**BMW Group Canada achieves best-ever October.**

BMW and MINI brands maintain significant year-to-date edge over 2010.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported 2,863 retails in October, an increase of 1.1 per cent over October, 2010. A total of 28,757 units have been sold so far this year, an increase of 9.8 per cent over last year.

**BMW.**

The BMW brand achieved its best ever October with 2,432 sales, an increase of 0.3 per cent over the same month last year. Year-to-date sales of 24,556 units represent an increase of 9.4 per cent compared to the same period last year.

**MINI.**

MINI reported sales of 431 units in October, an increase of 6.1 per cent over October, 2010. MINI has sold 4,201 units year-to-date, an increase of 12.3 per cent over the same period last year.

**Motorrad.**

BMW Motorrad Canada reported October sales of 105 units, an increase of 1.0 per cent compared to October, 2010. The year-to-date figure for the brand is 1,579 units, a decrease of 15.3 per cent compared to the same period last year.

**Pre-owned.**

BMW pre-owned reported 1,296 units retailed in October, an increase of 3.3 per cent over October, 2010. Year-to-date, a total of 11,104 units have been sold, marking an increase of 3.8 per cent compared to the same period last year.

On the MINI pre-owned front, 172 units were sold, an increase of 67 per cent over October, 2010. Year-to-date, MINI pre-owned has sold 1,763 units, an increase of 47 per cent over the same period last year.

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a BMW Group Company

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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 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.

-30-

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