



Media Information

December 1, 2011

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

Year-to-date sales leap ahead of 2010 year-end results.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported 3,505 retails in November, an increase of 18.6 per cent over November, 2010. A total of 32,362 units have been sold so far this year, an increase of 11.1 per cent over last year.

**BMW.**

The BMW brand achieved its best ever November with 3,003 sales, an increase of 19.6 per cent over the same month last year. This represents the brand's best-ever November, and second-highest retail month of the year. Year-to-date sales of 27,659 units represent an increase of 11 per cent compared to the same period last year. BMW has set a new monthly sales record in 10 of the last 11 months, and enters December at the head of the premium segment.

**MINI.**

MINI reported sales of 502 units in November, an increase of 12.7 per cent over November, 2010. This marks the best November ever for MINI in Canada. MINI has sold 4,703 units year-to-date, an increase of 12.4 per cent over the same period last year. The MINI Hatch drove sales in November, boosted by the Knightsbridge Edition. The MINI Countryman also enjoyed a strong month.

**Motorrad.**

BMW Motorrad Canada reported November sales of 43 units, an increase of 4.9 per cent compared to November, 2010. The year-to-date figure for the brand is 1,622 units, a decrease of 14.9 per cent compared to the same period last year.

**Pre-owned.**

BMW pre-owned reported 1,057 units retailed in November, an increase of 3.5 per cent over November, 2010. Year-to-date, a total of 12,161 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, 121 units were sold, an increase of 47.6 per cent over November, 2010. Year-to-date, MINI pre-owned has sold 1,884 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**  
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Corporate Communications



**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.

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