



Media Information

March 1, 2012

BMW Group Canada achieves best-ever February.

Best February ever for both brands, with MINI recording a 44 per cent increase.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported best-ever records in February with 2,181 retails, an increase of more than 7.2 per cent compared to February, 2011. A total of 4,026 units have been sold year-to-date representing an 18 per cent increase over the same period last year.

"February was another excellent month for us," said Eduardo Villaverde, president and CEO, BMW Group Canada. "I'm delighted to see the continued strength of both the BMW and MINI brands, particularly the quick growth of MINI year-to-date compared to last year. The BMW 7 Series and MINI Countryman both had very strong months. For our flagship BMW product and one of our newest MINI products to do so well tells me consumers appreciate what the BMW Group is offering."

BMW.

The BMW brand retailed 1,845 units in February for a total of 3,489 units year-to-date, an increase of 15.6 per cent over year-to-date sales in 2011. This marks the best-ever February and best year-to-date sales for the BMW brand. With the recent market launch of the new BMW 3 Series Sedan in February, along with the highly anticipated arrival of the upcoming M5, the all-new 6 Series Gran Coupé, and the next-generation M6, sales growth is poised to remain strong through 2012.

MINI.

The MINI brand reported its best-ever February with 336 units retailed, an increase of 44.8 per cent over February 2011. On the year, MINI has retailed a total of 537 units, up 37.6 per cent over the same period last year. Sales of the MINI Countryman soared 83 per cent compared to the same period last year, while sales of the MINI hatch and all-new MINI Coupé continued strong as well.

Motorrad.

BMW Motorrad Canada achieved 62 motorcycle retails in February, an increase of 3.4 per cent over the same period last year. With spring just around the corner, Motorrad Canada looks forward to a successful 2012 riding season.

**Pre-owned.**

BMW pre-owned reported February retails of 832 units, representing a decrease of 8 per cent over the same period last year.

MINI's pre-owned monthly sales decreased 47.8 per cent compared to February 2011 results, with a total of 93 units retailed.

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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