



Media Information

May 1, 2012

BMW Group momentum carries forward into second quarter. MINI reports best-ever April.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported 3,230 retails in April for a total of 10,461 units year-to-date, an increase of 11.7 per cent over the same period last year.

BMW.

The BMW brand reported 2,634 units retailed in April for a total of 8,848 units year-to-date, an increase of 8.8 per cent over year-to-date sales in 2011.

MINI.

The MINI brand reported a best-ever April with 596 units retailed, an increase of 25.4 per cent over April 2011. On the year, MINI has retailed a total of 1,613 units, up 30.6 per cent over the same period last year.

Motorrad.

BMW Motorrad Canada achieved 265 motorcycle retails in April, an increase of 6 per cent over the same period last year. On the year, 551 units have been retailed, an increase of 13.6 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 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.

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a BMW Group Company

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