



Media Information
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MINI Canada delivers its 40,000th vehicle.

Major milestone achieved during brand's 10th year in Canada.

Richmond Hill, ON. MINI Canada delivered its 40,000th vehicle to a Canadian customer on Thursday, July 19th in Toronto, Ontario. Achieving the 40,000-unit milestone comes in a year marked by another significant landmark for the iconic brand: 2012 marks the 10-year anniversary for MINI in Canada.

"Our 10th anniversary is turning into a year of significant accomplishments," said Adam Shaver, Director, MINI Canada. "Our retailers are investing in an unprecedented way in their facilities, our sales continue to climb, and our model line-up is expanding. And more exciting products are coming, which means we're looking forward to more achievements to celebrate in the future."

MINI has enjoyed tremendous success in Canada during its 10-year history. After selling more than 5,000 units in a single year for the first time in 2011, MINI Canada's sales momentum continues in 2012. The brand is up over 27 per cent for the first half of the year, and secured its second-consecutive best-ever month with its June sales results. Having started with a single model and just over a dozen retailers, the brand has grown into a family of six unique product offerings and a retailer network of nearly 30 facilities across Canada. Models range from the original and much-loved two-door MINI Hatch to the all-wheel drive, four-door MINI Countryman. The Countryman represents the first true four-door compact SUV in MINI's history, and was aptly the 40,000th MINI to be delivered on Canadian soil.

"Our model line-up is growing in such a way that we resonate with more Canadians than ever," continued Shaver. "Customers can grow with the MINI of today; when their lifestyle changes – with the expansion of their own family, for example – we have a product to meet their needs. And no matter the model, the common denominator across the line-up is the irresistible MINI performance and handling. On top of that, our sales are strong and we've just delivered our 40,000th vehicle since we started doing business in Canada. For a brand of small cars, that's a pretty big accomplishment."

About BMW Group 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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