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a BMW Group Company

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Media Information

February 1, 2013

BMW Group Canada reports January 2013 sales results.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported monthly sales of 1,811 units in January 2013, down 1.8 per cent compared to January 2012.

“After a very strong finish to 2012, BMW Group Canada is off to a stable start in 2013,” said Eduardo Villaverde, president and CEO, BMW Group Canada.  “The overall industry is down this month, and the premium segment experienced that decline as well, however BMW Group Canada’s results place us at the top of our category. I’m delighted to see the continued strength of the BMW X3 and the growth of the MINI Countryman. In the coming months, we’ll see increased production on several of our models, and this should have a positive influence on our future results. In the meantime, we look forward to the arrival of exciting new models such as the BMW M6 Gran Coupé. As the fourth-largest BMW M market in the world, we are certain this stunning new model will be right at home here in Canada.”

**BMW.**

The BMW brand reported sales of 1,601 units in January 2013, down 2.6 per cent compared to January 2012. Several models experienced particularly strong performances for the month. Sales of the BMW 1 Series increased nearly 124 per cent compared to January 2012, and the BMW 5 Series grew by more than 55 per cent. The BMW X3 also continues its sales momentum with an increase of nearly 58 per cent over January 2012. These results helped the BMW brand record its second-best ever January on record.

**MINI.**

MINI retailed a total of 210 units in January, up 4.4 per cent compared to the same period last year and marking the best January ever for MINI Canada. MINI Countryman sales were particularly strong in January, up 56 per cent over last year. The arrival of the MINI John Cooper Works Countryman drove overall John Cooper Works volume up as well, and contributed to the positive start to the year.

**Motorrad.**

BMW Motorrad Canada recorded sales of 40 motorcycles in January, a decrease of 29.8 per cent over the same period in 2012. The brand delivered 15 HP4s in the month, demonstrating the excitement level for that bike.

**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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