



Media Information

September 4, 2013

BMW Group Canada reports August 2013 sales results.

Richmond Hill, ON. BMW Group Canada reported sales of 2,712 units for the month of August, a decline of 14.7 per cent as compared to August 2012. The Group has sold a total of 23,969 units' year-to-date, representing a decrease of 3.2 per cent over the same period in 2012.

With several BMW models reaching the end of their lifecycles in July, the August sales volume decline was anticipated. "Following the run-out of several important models in our BMW lineup, we are looking forward to the introduction this fall of an exciting lineup of all-new, class-leading successors." Stated Eduardo Villaverde, President and CEO of BMW Canada, adding: "We are confident that the momentum created by these new models, combined with a strong existing portfolio, will ensure that BMW Canada will grow for the 23rd consecutive year in Canada".

BMW.

The BMW brand reported sales of 2,260 units in August, a decline of 15.4 per cent compared to August 2012. On the year, 20,135 retails have been reported, resulting in a slight decline of 2 per cent over the same period last year.

MINI.

The MINI brand reported 452 units in August, a decrease of 11.4 per cent over August 2012. Year-to-date, a total of 3,834 units have been sold representing a decrease of 9.4 per cent compared to last year.

Motorrad.

BMW Motorrad Canada recorded sales of 185 motorcycles in August, an increase of 23.3 per cent compared to August 2012. Year-to-date, a total of 1,557 motorcycles have been sold representing an increase of 11 per cent compared to the same period last year.

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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



Canada

Corporate Communications



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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For more information, please contact:

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