

**Media Information**

November 7, 2013

BMW Group Canada reports October 2013 sales results.

All BMW Group brands post record October results.

Richmond Hill, ON. BMW Group Canada reported sales of 3,527 units for the month of October, an increase of 6.6 per cent over October 2012. Year-to-date, the Group has sold a total of 30,922 units, representing a decrease of 3.2 per cent over the same period in 2012.

“Highlighted by a particularly strong showing for the BMW 5 Series lineup and the all-new BMW X5, quickly gaining momentum in the marketplace, we are delighted to have achieved our best-ever October on record for BMW and MINI brands combined,” stated Eduardo Villaverde, President and CEO of BMW Canada. “With BMW securing leadership in the premium segment, MINI achieving its 2nd best-ever October and BMW Motorrad reporting a 40% increase over 2012, BMW Group is poised for a strong finish to 2013 and great impetus into 2014” added Villaverde.

BMW reports best-ever October sales.

The BMW brand reported sales of 3,010 units in October, an increase of 8.6 per cent compared to October 2012, setting a best-ever October record and assuming leadership in the premium segment. Year-to-date, 26,072 retails have been reported, a decrease of 2 per cent over the same period last year.

MINI reports 2nd best-ever October sales.

The MINI brand reported 517 units in October, a decrease of 3.5 per cent over October 2012. Year-to-date, a total of 4,920 units have been sold representing a decrease of 8.6 per cent compared to last year. The MINI Countryman showed notable strength, selling 209 units, representing an increase of 24% over 2012.

Motorrad.

BMW Motorrad Canada recorded sales of 126 motorcycles in October, an increase of 40 per cent compared to October 2012. Year-to-date, a total of 1,808 motorcycles have been sold representing an increase of 12.1 per cent compared to 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



Canada

Corporate Communications



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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