

**Media Information**

January 6, 2014

BMW Group Canada reports best-ever December sales and best year on record.

BMW Group Canada retains premium segment leadership and marks 23rd consecutive year of growth.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 3,180 units for the month of December, an increase of 16.7 per cent over last year December 2012 and its best-ever December. In 2013, the Group sold a total of 37,723 units, making 2013 the best-ever year of sales for BMW Group in Canada and its 23rd consecutive year of growth.

“Our strongest-ever fourth quarter sales combined with the launch of several key new models from both the BMW and MINI brands have helped BMW Group Canada maintain the No.1 position in the premium car segment. With additional new model introductions planned throughout 2014, BMW Group Canada is ideally positioned for further growth in the year ahead” stated Eduardo Villaverde, President and CEO of BMW Canada.

BMW reports best-ever December.

The BMW brand reported sales of 2,556 units in December, an increase of 13.2 per cent compared to last year and its best-ever December. Year-to-date, a total of 31,710 units have been sold, resulting in an increase of 1.0% and making 2013 the best-ever year for the BMW brand in Canada.

MINI reports best-ever December.

The MINI brand reported 624 units in December, an increase of 33.6 per cent over last year and its best-ever December. Year-to-date, a total of 6,013 units have been sold representing a decrease of 4.6 per cent compared to last year. These results have made 2013 the 2nd best year ever for the MINI brand in Canada.

Motorrad achieves record year.

BMW Motorrad Canada recorded sales of 38 motorcycles in December, an increase of 31 per cent compared to December 2012. Year-to-date, a total of 1,930 motorcycles have been sold representing an increase of 13.2 per cent over last year.

**BMW
GROUP**

Canada

Corporate Communications



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 45 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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For more information, please contact:

Frank Strebe, Director, Corporate Communications
BMW Group Canada
905-428-5005 / frank.strebe@bmwgroup.ca

Rob Dexter, Product and Technology Specialist
BMW Group Canada
905-428-5447 / robert.dexter@bmwgroup.ca