

**Media Information**

November 3, 2014

BMW Group Canada reports October sales results.

Group results continue to rise while MINI brand celebrates its best month ever.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported October sales of 3,758 vehicles, an increase of 6.6 per cent over October, 2013. A total of 31,762 units have been sold year-to-date by the Group, representing an increase of 2.5 per cent compared to the same period in 2013.

"BMW Group Canada had a strong October," said Hans Blesse, president and CEO, BMW Group Canada. "MINI had its best month ever in Canada. With a completely redesigned MINI 3 door available now and a new MINI 5 door on its way, MINI should continue to make an impact for months to come. On the BMW side, the 3 Series remains the segment favourite, while the BMW i3 and i8 continue to draw a lot of attention. With these innovative and fun-to-drive products on the road, I look forward to seeing what the rest of the year holds in store."

BMW.

After three consecutive best-ever months, the BMW brand reported 27,442 units sold year-to-date, an increase of 5.3 per cent compared to the same point last year. For the month of October, BMW sold 2,956 units, down 1.8 per cent compared to October, 2013.

MINI.

The MINI brand reported sales of 802 units in October. This represents an increase of 55 per cent compared to October, 2013 and marks the brand's best month ever. The new MINI 3 door had a significant impact on October's results. The all-new, third-generation MINI 3 door adds new engines, new interior designs, and new standards of quality to an already iconic and successful model. On a year-to-date basis, MINI has sold 4,320 units, a 12.2 per cent decrease versus 2013.

Motorrad.

BMW Motorrad Canada recorded sales of 130 motorcycles in October, representing an increase of 3.2 per cent compared to October, 2013. The brand-new R1200RT and now iconic K1600GTL were particularly strong performers in the Motorrad line-up this October. Motorrad has sold 1,751 units so far this year, down 3.2 per cent from 2013 year-to-date results.

BMW Group in Canada

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Corporate Communications



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.

-30-

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