

**Media Information**

February 3, 2015

BMW Group Canada kick starts 2015 with record-breaking results across the board.
Best-ever January for BMW, MINI and Motorrad brands in Canada.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 2,077 vehicles in January, an increase of 9.7 per cent compared to January, 2014. Each of the company's three brands – BMW, MINI and Motorrad – experienced its own record by posting its strongest January ever.

"We wrapped up 2014 with our 24th consecutive year of growth," said Hans Blesse, president and CEO, BMW Group Canada. "Now it's time to look ahead and see the impact we can make in Canada in 2015. Our Sports Activity Vehicles did exceptionally well in 2014, and historically represent a significant portion of our business. I don't expect that to change in 2015, especially with the new X5 M and X6 M arriving soon, and an innovative new addition to the X5 line-up coming later in the year. The BMW Group will launch more than a dozen new models and model revisions this year. This means we will have a lot to offer Canadians. I'm looking forward to seeing their response to our spectacular products."

BMW.

BMW reported its best January ever with sales of 1,843 vehicles, an increase of 9.6 per cent compared to January, 2014. After a record 2014, these January results offer a strong start for the brand in 2015. The recently launched BMW X6 is being well-received, with growth nearly double that of January, 2014, a demonstration of the continued strength of BMW Sports Activity Vehicles and Sports Activity Coupes.

MINI.

The MINI brand enjoyed its best-ever January, reporting sales of 234 units, an increase of 10.4 per cent over January, 2014. Available for a full month for the first time since its introduction, the all-new MINI 5 door helped drive sales for the premium small-car brand. MINI is now looking forward to the launch of the new MINI John Cooper Works, the brand's top athlete in the small car segment, later this spring.

Motorrad.

BMW Motorrad Canada recorded sales of 60 motorcycles in January, representing an increase of 17.7 per cent over January, 2014 and Motorrad's best January ever. Consumer response at the season's motorcycle shows has been tremendous, and the brand is looking forward to presenting its newest models at more shows in the coming weeks. Additionally, display models of the new



Canada

Corporate Communications



F800R, R1200R and S1000RR have been shipped to retailers, which is sure to whet the appetite of those looking forward to snow-free roads for two-wheeled riding.

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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