



Media Information

March 3, 2015

BMW Group Canada records second consecutive month of record sales.

Best-ever February for both BMW and MINI in Canada.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 2,692 vehicles in February, an increase of 17.3 per cent compared to February, 2014. Year over year, the Group is up 13.9 per cent compared to the same period in 2014, with sales of 4,769 units.

"Despite the cold weather, February was a positive month for BMW Group Canada," said Hans Blesse, president and CEO, BMW Group Canada. "Both the BMW and MINI brands reported their second consecutive best-ever months, which puts the Group off to a great start for 2015. Each brand has its own powerhouse product, the 3 Series for BMW and the 3 door for MINI. These two vehicles perform well month after month, and do a tremendous job of introducing people to the respective brand. They both offer exceptional design, they both provide great levels of technology and innovation, and they are both incredibly fun to drive. Each model is a great way to get to know the BMW Group, which offers these characteristics consistently across all models in all brands."

BMW.

BMW reported a record February with sales of 2,318 vehicles, an increase of 10.1 per cent compared to February, 2014. The brand has sold 4,161 units year-to-date, an increase of 9.9 per cent over the same period last year. With these results, BMW records its best two opening months, and its second consecutive month of double-digit growth. Strong-performing models in February included the BMW 3 Series and BMW 4 Series, as well as the BMW X6, the brand's recently-refreshed Sports Activity Coupe. "The BMW brand has introduced several new models in the past months, and will introduce more in the months to come," Blesse remarked. "I'm confident their undeniably eye-catching design and unbeatably innovative engineering will capture the attention of Canadian consumers."

MINI.

MINI reported sales of 374 units for the month, marking the brand's best-ever February and second consecutive month's best-ever sales. The results mark an increase of 96.8 per cent over February, 2014. Year-to-date sales for the brand were 608 units, an increase of 51.2 per cent versus the same period last year. "The all-new MINI 5 door, introduced to Canada in January, continues to perform well," stated Blesse. "With extra space and added functionality, this new model is clearly bringing new customers to the brand. It's a great addition to the MINI line up, and I look forward to seeing its impact for the balance of the year."

Motorrad.

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BMW Motorrad Canada reported sales of 50 motorcycles in February, a decrease of 26.5 per cent over February, 2014. A total of 110 motorcycles have been sold year-to-date, which is a decrease of 7.6 per cent over the same period last year. Winter weather hampered product arrival, thereby impacting sales results, as well.

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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