



Media Information  
April 1, 2015

**BMW Group Canada reports first quarter results for 2015.**

Continued strength for both BMW and MINI results in best first quarter for the Group in Canada.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 3,125 vehicles in March, an increase of 2.2 per cent compared to March, 2014. Year over year, the Group is up 9.0 per cent with sales of 7,894 units, representing the best first quarter in the Group's Canadian history.

"Our March results conclude an excellent beginning to 2015," said Hans Blesse, president and CEO, BMW Group Canada. "The first quarter of any year can be challenging. Weather has an impact on sales, and Canada had a particularly impressive winter this year. Consumers' tendencies to visit a retailer are already lower at this time of year, and with the snow and cold in most of the country, a hibernation effect wouldn't have been surprising. Despite the cold conditions, both BMW and MINI performed exceptionally well, resulting in this record-breaking first quarter."

**BMW.**

BMW reported March sales of 2,660 vehicles, representing a slight decline of 1.1 per cent versus March, 2014. With a total of 6,821 vehicles sold in the first three months of the year, BMW increased 5.3 per cent compared to the first quarter of 2014, and secured its best first quarter of business ever.

**MINI.**

MINI reported sales of 465 units for March, an increase of 26.4 per cent over March, 2014. For the first three months of the year, the MINI brand has sold 1,073 units in Canada, making this MINI Canada's best first quarter of sales ever with an increase of 39.4 per cent over Q1, 2014. The strong growth in 2015 is being driven by the all-new MINI 5 door, which is exceeding all expectations in its first three months in the market.

**Motorrad.**

BMW Motorrad Canada reported sales of 140 motorcycles in March, a decrease of 7.9 per cent from March, 2014. A total of 250 motorcycles have been sold year-to-date, representing a decrease of 7.8 per cent over the same period last year.

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**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



Canada

**Corporate Communications**



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-

**For more information, please contact:**

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