



Media Information

May 1, 2015

BMW Group Canada reports best April ever.

Best month on record for BMW and best April on record for MINI.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) achieved the best April in the company's 29-year history last month. Sales of 4,177 vehicles resulted in an increase of 39.8 per cent compared to April, 2014, and the company's strongest April ever. Year-to-date results of 12,071 units sold represented an increase of 18.0 per cent compared to the same period in 2014.

"With the cold weather behind us, we're looking forward to the strong selling season ahead," said Hans Blesse, president and CEO, BMW Group Canada. "And we certainly have the products to help Canadians enjoy the rising temperatures. The new BMW 6 Series Cabriolet offers pure open-top driving pleasure, while the new MINI John Cooper Works has more power than any MINI we've ever built. As a rider, I'm particularly looking forward to sampling our new Motorrad products, as well. Despite the cold winter, we achieved a record-breaking first quarter. Now that Canadians can get out and actually enjoy the driving experience, we can show them what a truly great drive is all about – be it on two wheels or four."

BMW.

The BMW brand recorded not only its best April ever, but its best month on record. Sales of 3,515 units, an increase of nearly 37 per cent over April, 2014, resulted in the best results the brand has reported in its Canadian history. Year-to-date results were up 14.3 per cent over 2014 with 10,336 vehicles sold. BMW sedans enjoyed a particularly strong month; the new BMW 6 Series saw significant increases, while the 3 Series and 4 Series continue to perform as the brand's powerhouse models. BMW M products also recorded strong results for the month of April.

MINI.

MINI reported its best-ever April with 662 units sold, an increase of 57.6 per cent over April, 2014. Year-to-date, the brand has sold 1,735 vehicles, an increase of 45.8 per cent compared to last year. The new MINI 5 door continues to attract customers' attention with its instantly-recognizable design and impressive MINI performance.

Motorrad.

BMW Motorrad Canada reported sales of 301 motorcycles in April, an increase of 0.3 per cent compared to April, 2014. A total of 551 motorcycles have been sold year-to-date, representing a decrease of 3.5 per cent over the same period last year. New models featuring BMW Motorrad's new-generation liquid-cooled boxer flat twin engine continue to be top sellers in Canada, with the R1200RT and R1200GS leading the way. The S1000RR had a very strong sales month as the all-new for 2015 model looks set to continue as the global leader in the Supersport segment.

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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, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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