



Media Information  
June 2, 2015

**BMW Group Canada reports best month on record.**

Both BMW and MINI surpass previous record-breaking results.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported the best month in its history with sales of 4,447 vehicles in May, an increase of 27.8 per cent compared to May, 2014. With sales of 16,518 units year to date, the Group is up 20.4 per cent compared to the same period in 2014.

“May was an exceptional month for BMW Group Canada,” said Hans Blesse, president and CEO, BMW Group Canada. “On the one hand, the new X5 M and X6 M enjoyed robust sales. These are two exceptionally athletic models, boasting the most-powerful engine ever developed by BMW for an all-wheel-drive vehicle. On the other hand, our BMW i products are making an impact, as well. Customers have really taken notice of both the city savvy BMW i3 and the progressive BMW i8. Our small-car brand is also catching people’s attention. MINI reported its best month ever, and the newest member to the MINI family – the MINI 5 door – continues to bring people into showrooms. From motorsport-inspired Sports Activity Vehicles to electro-mobility to energetic small cars, we offered everything Canadians were looking for in May. The common thread being the combination of fuel efficiency and lower emissions with dynamic, engaging driving experiences.”

**BMW.**

The BMW brand recorded its best month on record, surpassing April’s record-setting achievement. With sales of 3,633 units, the BMW brand posted an increase of 20.3 per cent over May, 2014. Year-to-date results were up 15.8 per cent over 2014 with 13,969 vehicles sold. BMW i celebrated its first anniversary in Canada with a strong month of sales. To date, 323 BMW i3 models and 110 BMW i8 models have been sold.

**MINI.**

MINI fans proved their love by driving the brand to its best month on record. MINI was up 77.0 per cent over May 2014 with 814 units sold, the best month of sales MINI has reported since starting business in Canada in 2002. Year-to-date, MINI has sold 2,549 vehicles, an increase of 54.5 per cent over 2014. MINI fans also celebrated the brand in May at the International MINI Meeting in Zarasai, Lithuania. Over 800 fans and more than 500 vehicles came together to celebrate MINI and demonstrate their unique MINI spirit in the beautiful lake district.

**Motorrad.**

BMW Motorrad Canada reported sales of 265 motorcycles in May, a decrease of 18.5 per cent compared to May, 2014. A total of 827 motorcycles have been sold year-to-date, representing a decrease of 7.7 per cent over the same period last year.

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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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