



Media Information  
July 2, 2015

**BMW Group Canada's June results contribute to record-breaking second quarter.**

All three BMW Group brands enjoy strong first half for January to June of 2015.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) closed its best second quarter on record today, as well as its best first half with sales results of 17,204 and 3,191 vehicles respectively. Second quarter results were up 22 per cent compared to the same period last year, while the first half was up 16.6 per cent. The Group reported sales of 3,877 units for the month of June, which represented an increase of 2.7 per cent over June, 2014.

"Several launches contributed to our strong first half," said Hans Blesse, president and CEO, BMW Group Canada. "From high-performance vehicles to two-wheeled wonders, the BMW Group has brought many innovative new products to market so far this year. We introduced the powerful X5 M and X6 M, the stunning BMW 6 Series, the all-new MINI 5 door, and the Motorrad S1000XR and R1200RS. These are just a few of the models we've introduced in the last six months, and that's just the beginning for 2015. We're now looking forward to the imminent launch of the new MINI John Cooper Works and the most-innovative vehicle in our line-up – our flagship BMW 7 Series. We look forward to seeing what the most-powerful MINI yet and our most luxurious sedan on the market can do for the remainder of the year."

**BMW.**

The BMW brand recorded sales of 3,235 units, a decrease of 0.2 per cent over June, 2014. With sales of 10,383 units, BMW Canada closed its best second quarter on record, securing an increase of 17.6 per cent over the second quarter of 2014. Year-to-date results were up 12.4 per cent over 2014 with 17,204 vehicles sold. The BMW 4 Series Gran Coupe was a strong seller for the brand in June. Introduced in 2014, the 4 Series Gran Coupe offers a blend of sleek design, dynamic performance and efficient functionality. The brand's line-up of sports activity vehicles continue to play a significant role in BMW's success in Canada, as well. June also featured one of the most-significant global unveilings of the year, with the premiere of the all-new BMW 7 Series in Munich at the beginning of the month. With an interior environment beyond compare and a suite of new technology, the new 7 Series represents the pinnacle of luxury. The flagship sedan arrives in Canada later this year.

**MINI.**

MINI Canada's June sales of 642 vehicles represented a 20.5 per cent increase over June, 2014. This helped the small-car brand achieve its best second quarter on record with a total of 2,118 vehicles sold. For the first half of 2015, MINI Canada sold 3,191 vehicles, which represents another record for the brand. Q2 and first half results are up 49.9 and 46.2 per cent respectively. The iconic MINI 3 door, completely overhauled in 2014, continues to win the hearts of Canadian consumers. The MINI 5 door, a brand-new model that joined the MINI line-up earlier in the year, was hot on the 3 door's heels in terms of sales volume. With its classic, recognizable styling, it

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offers the aesthetic of the MINI 3 door with the added functionality of two more doors. June also saw the unveiling of the all-new MINI Clubman. Tradition-steeped yet completely redesigned, this latest iteration of the Clubman allows MINI to enter the premium compact segment for the first time.

**Motorrad.**

BMW Motorrad Canada reported its best June on record with sales of 314 motorcycles. These strong sales figures resulted in a 30.8 per cent increase over June, 2014. Year-to-date, the brand has sold 1,141 motorcycles, an increase of 0.4 per cent compared to the same period last year. The S1000RR lead the way for Motorrad sales in June, with the R1200GS and R1200RT also reporting strong results. Another important event for the two-wheeled brand in June was the introduction of the new S1000XR, the first adventure sports bike. Combining the best elements of sports, enduro and touring worlds in one motorcycle, the S1000XR once again demonstrates the BMW Group's leadership in innovative mobility.

**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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