



Media Information  
August 4, 2015

**BMW Group Canada reports July sales results.**

BMW Group reports double-digit increase while BMW Motorrad achieves its best July on record.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 3,390 vehicles for July, a slight decrease of 2.8 per cent compared to July, 2014. The Group reported year-to-date sales of 23,785 units, an increase of 13.4 per cent over the same period last year.

**BMW.**

The BMW brand recorded sales of 2,815 units for July, a decrease of 3.9 per cent compared to July, 2014. Year-to-date sales of 20,019 units resulted in a 9.8 per cent increase for the brand. The BMW 4 Series line-up – the Coupe, Cabriolet and Gran Coupe – continued to be a powerhouse for BMW, with sales up over 18 per cent compared to July 2014, and up nearly 80 per cent year to date. The BMW X1 continues to be a notable model as well, with July sales up nearly 27 per cent compared to July, 2014.

**MINI.**

MINI Canada reported July sales of 575 vehicles, a 2.9 per cent increase over July, 2014. With 3,766 units sold year to date, the brand secured an increase of 37.4 per cent over the same period last year. The new-generation hatchback models continue to draw attention for the brand, with year-to-date sales up 85 per cent compared to the same period in 2014. The MINI 5 door was the star of the show, representing nearly half of total hatchback sales and more than 30 per cent of total sales.

**Motorrad.**

BMW Motorrad Canada reported its best July on record with sales of 319 motorcycles. These strong sales figures resulted in a 77.2 per cent increase over July, 2014. Year to date, the two-wheeled brand has sold 1,463 motorcycles, an increase of 11.2 per cent compared to the same period last year. The R1200RT lead the way for Motorrad sales in July, with the R1200GSA and F700GS also reporting strong results.

**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 46 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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