



Media Information  
December 1, 2015

**BMW Group Canada sets new annual sales record with a month remaining in the year.**  
BMW and MINI report best November on record.

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported its best November on record with sales of 4,111 vehicles, an increase of 19.4 per cent compared to November, 2014. The Group reported year-to-date sales of 39,048 units, which set a new record for the Group by surpassing 2014's annual results by 10.9 per cent.

**BMW.**

The BMW brand recorded its best-ever November with sales of 3,379 units, an increase of 19.2 per cent compared to November, 2014. Sales year-to-date were 32,523 units, an increase of 7.4 per cent over 2014 results. The 3 Series continued to play a leading role in the brand's strong monthly results, while the all-new BMW 7 Series – the brand's flagship sedan – was also a strong contributor.

**MINI.**

MINI Canada reported a record November with 732 units sold, a 20.4 per cent increase over November, 2014. Year-to-date, MINI has sold 6,525 units. This result marks an increase of 32.4 per cent over 2014, and breaks the previous full-year record of 6,305 units sold set in 2012. Looking ahead, the MINI brand remains poised for further growth with the upcoming launches of two new models. The MINI Clubman, arriving in Canada in January, will represent the brand's first entry into the premium Compact segment, while the all-new MINI Convertible will arrive just in time for the 2016 open-top driving season.

**Motorrad.**

BMW Motorrad Canada reported 50 retails in November, a decrease of 47.9% over the same period last year. Year-to-date results were up 7.2 per cent, with 1,980 units sold. This figure represents a new record for the brand, surpassing the previous record of 1,940 units set in 2014.

**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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