



Media Information
February 2, 2016

BMW Group Canada reports January 2016 sales results.

BMW and MINI kick-start the year with record January sales figures.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 2,280 vehicles in January, marking an increase of 9.8 per cent over January, 2015. These results make January, 2016 the Group's best January on record.

BMW.

The BMW brand secured its best January ever with sales of 2,012 units, a 9.2 per cent increase over January, 2015.

BMW's Sports Activity Vehicles and Sports Activity Coupes – the X1, X3, X4, X5 and X6 – continue to drive sales. In its second-generation, the new BMW X1 attracted attention with its roomier interior and enhanced technology. The all-new BMW 7 Series, with unprecedented luxury and innovative features such as Executive Lounge seating and Gesture Control, also started the year well.

MINI.

MINI Canada also achieved a record January, with sales of 268 vehicles. This marks a 14.5 per cent increase over January, 2015.

The MINI 3 door and MINI 5 door continue to create a solid foundation for the brand. The all-new MINI Clubman, the first MINI product to enter the compact segment for the MINI brand, is just arriving in showrooms and should make a positive impact on the brand's overall results in 2016.

Motorrad.

BMW Motorrad Canada reported sales of 45 units in January. This is down 15 units, or 25 per cent, from January, 2015.

With the motorcycle show season in full swing, Motorrad has been enjoying a warm reception to its products at the western shows, and expects to see more of the same as the show schedule moves east.

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

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Canada

Corporate Communications



BMW Motorcycles. A total network of 46 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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