



Media Information

March 1, 2016

BMW Group Canada reports February sales results.

BMW reports best ever February.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 2,911 vehicles in February, marking an increase of 8.1 per cent over February, 2015. For the year, the Group's sales volume is 5,191 vehicles, an increase of 8.8 per cent over February, 2015. These results make February, 2016 the Group's best February on record.

BMW.

The BMW brand secured its best-ever February with sales of 2,575 units, an increase of 11.1 per cent over February, 2015. Year-to-date sales for the brand were 4,587 units, an increase of 10.2 per cent over the same period in 2015.

The BMW brand's Sports Activity Vehicles continue to drive sales. Products in this portfolio range from the new BMW X1 to a plug-in hybrid electric version of the ever-popular X5, the new X5 xDrive40e. On the passenger car side, the BMW 3 Series and 4 Series remain stalwarts for the premium brand. Seen at recent auto shows, the all-new BMW M2, which sets the benchmark in the segment in terms of driving dynamics and agility, is also drawing attention to the brand from performance enthusiasts.

MINI.

MINI Canada reported sales of 336 vehicles in February. These results mark a decrease of 10.2 per cent compared to February, 2015. Year-to-date sales for MINI were 604 units, a decrease of 0.7 per cent compared to the same period in 2015.

The all-new MINI Clubman, the first product to enter the premium compact segment on behalf of the MINI brand, experienced its first month of sales in January, 2016. February sales for this completely-overhauled model totaled 35 units, an increase of 12 per cent over the previous month.

Motorrad.

BMW Motorrad Canada reported sales of 103 units in February, marking an increase of 106 per cent compared to February, 2015. Year-to-date sales for the two-wheeled brand were 148 units. This is an increase of more than 30 units, or 34.6 per cent, over the same time in 2015.

February caps off a very successful start to the new year for the Motorrad brand. With the motorcycle show season coming to an end, and a resulting heightened sense of brand awareness, Motorrad looks forward to the upcoming selling season.

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

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