



Media Information
April 1, 2016

BMW Group Canada reports March 2016 sales results.

BMW Group Canada reports best ever March and best ever first quarter for BMW, BMWi, MINI and BMW Motorrad.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 3560 vehicles in March, marking an increase of 13.9 per cent over March, 2015. For the year, the Group's sales volume is 8751 vehicles, an increase of 10.9 per cent over March, 2015. These results make March, 2016 the Group's best March and best first quarter on record.

"Following record January and February sales for BMW Group Canada, all BMW Group brands have contributed to an excellent first quarter" said Hans Blesse, president and CEO, BMW Group Canada. "BMW's double-digit growth was spearheaded by our growing family of Sports Activity Vehicles which continue to be in high demand, while the BMWi brand made its strongest contribution yet to our overall sales performance with a record first quarter. With the new MINI Clubman and MINI Convertible recently expanding the MINI family, the MINI brand mirrored our strong first quarter performance with its own sales records, and BMW Motorrad is poised to launch the 2016 riding season with its strongest first quarter on record".

BMW.

The BMW brand secured its best-ever March with sales of 3065 units, an increase of 15.2 per cent over March, 2015. Year-to-date sales for the brand were 7652 units, an increase of 12.2 per cent over the same period in 2015.

As part of this BMW sales record, the BMWi brand set a noteworthy sales record for the first quarter of 2016, with a 62% increase over the same period in 2015.

MINI.

MINI Canada reported best-ever March sales of 495 vehicles, marking an increase of 6.4 per cent compared to March, 2015. Year-to-date sales for MINI were 1099 units, an increase of 2.4 per cent compared to the same period in 2015, making for the best first-quarter on record for MINI Canada.

The MINI 3 door Cooper, Cooper S and John Cooper Works models continue to anchor the MINI lineup in popularity, while the all-new MINI Convertible joined the MINI family in March, perfectly timed for the approach of top-down driving weather.

Motorrad.

BMW Motorrad Canada posted its best ever March sales, reporting 223 units sold, marking an increase of 59.3 per cent compared to March, 2015. Year-to-date sales for the two-wheeled



brand were 371 units. This is an increase of 121 units, or 48.4 per cent, over the same period in 2015 and the best-ever March results for BMW Motorrad Canada.

The BMW R1200GS, R1200GSA and R1200RT posted particularly strong sales in the first quarter as momentum gathers for the start of the riding season.

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, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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