



Media Information
May 3, 2016

BMW Group Canada achieves best April ever.

BMW reports best-ever month.

MINI enjoys double-digit growth and sets all-time record April.

Motorrad year-to-date sales up more than 12 per cent.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 4,446 vehicles in April, marking an increase of 6.4 per cent over April, 2015. With sales of 13,197 vehicles year-to-date, the company is up 9.3 per cent over the same period in 2015. These results make April, 2016 the Group's best April on record.

BMW.

BMW sales for the month of April totalled 3,701 units, an increase of 5.3 per cent over April, 2015. Year-to date results were 11,353 vehicles, an increase of 9.8 per cent over April, 2015. These numbers resulted in the BMW brand's best-ever April, and best month on record. They also continued the brand's strong start to 2016, marking the fourth consecutive month of record sales.

Sports Activity Vehicles continued to lead the way for the BMW brand, with particular strength stemming from the new BMW X1. On the sedan side, the BMW 7 Series – with its unparalleled luxury and technology, such as a rear seat Executive Lounge and vehicle functions operated by Gesture Control – enjoyed a strong month of sales. BMW i also enjoyed a strong April, and looks forward to the late-summer arrival of the all-new BMW i3 variant with a significantly increased battery capacity.

MINI.

April's results for MINI Canada continued the brand's unrelenting strength this year. MINI reported sales of 745 vehicles in April, an increase of 12.5 per cent compared to April, 2015. Year-to-date sales for the MINI brand were up 6.3 per cent, with a total of 1,844 units. These results represent an all-time record April for the MINI brand, and the best start to a year on record.

The newest member of the MINI family, the all-new MINI Convertible, experienced a strong April. The model's first full month of sales provided an increase of 140 per cent compared to the same month in 2015.

Motorrad.

BMW Motorrad Canada reported April sales of 260 units marking a decrease of 17.5 per cent compared to April, 2015. Year-to-date, the brand has sold 631 units, an increase of 12.3 per cent over the same period last year. Top sellers for the motorcycle brand in April were the R1200GSA and the R1200RT. The R1200GS also enjoyed strong sales in April.

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

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