



Media Information
July 4, 2016

**BMW Group Canada achieves best ever sales result in its 30 year history.
Celebrates a sales increase of +7% vs. previous year.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 4,145 vehicles in June, representing an increase of +6.9 per cent over June, 2015. With sales of 21,877 vehicles year-to-date, the company is up +7.3 per cent over the same period in 2015 and achieves its best ever mid-year sales result.

BMW.

BMW increased sales by +10.4 per cent with 3,572 units sold, resulting in a best-ever June performance. Year-to date sales were 18,686 vehicles, representing an increase of +8.6 per cent over June, 2015.

“At the half way point of BMW Group’s centennial year, our success story continues having achieved the best ever sales result in our 30 year history, and six consecutive record months of sales in 2016,” said Hans Blesse, president and CEO, BMW Group Canada. “There is a clear trend towards sports activity vehicles in this country, and BMW is well positioned for success with our brilliant BMW X1, BMW X3 and BMW X5 SAV’s. Additionally, our flagship sedan, the all new BMW 7 Series, continues to be sought after by demanding consumers with a +82 per cent increase in sales compared with last year. As we commence the summer travel season, more Canadians than ever will be enjoying open air motoring in the new MINI Convertible, with requests for this vehicle increasing by +87 per cent versus the previous year. Finally, BMW Motorrad and Jordan Szoke continue to dominate the 2016 Canadian Superbike Championships having won every race of the season on his BMW S1000RR.”

MINI.

MINI reported sales of 573 vehicles in June, a decrease of -10.7 per cent compared to June, 2015. Year-to-date sales are 3,191 units, unchanged over the same period last year.

Motorrad.

BMW Motorrad Canada reported June sales of 250 units, marking a decrease of -20.4 per cent compared to June, 2015. Year-to-date, the brand has sold 1,126 units resulting in a decrease of -1.31 percent for the same period last year.

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

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Internet
www.bmw.ca
www.mini.ca



Canada

Corporate Communications



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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For more information, please contact:

Marc Belcourt, Director, Corporate Communications

BMW Group Canada

905-428-5078 / marc.belcourt@bmwgroup.ca

Barb Pitblado, Manager, Corporate Communications

BMW Group Canada

905-428-5005 / barb.pitblado@bmwgroup.ca