



Media Information
August 3, 2016

**BMW Group Canada maintains sales momentum.
Record-setting pace for 2016 continues.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 3,647 vehicles in July, representing an increase of +7.6 per cent over July, 2015. With sales of 25,524 vehicles year-to-date, the company is up +7.3 per cent over the same period in 2015. These figures represent the Group's best July and July year-to-date results in its 30-year history.

BMW.

BMW sales for the month of July were 3,007 units, marking an increase of +6.8 per cent over July, 2015, and the best-ever July for the brand. BMW sales year-to-date totalled 21,693 units, an increase of +8.4 per cent over the same period last year, and the brand's best July year-to-date results on record.

The BMW 3 Series and 4 Series performed well for the month of July. Sports Activity Vehicles (BMW X1, X3 and X5) and Sports Activity Coupes (BMW X4 and X6) continued their sales strength, as well.

MINI.

The MINI brand reported sales of 640 vehicles, an increase of +11.3 per cent over July, 2015. Year-to-date sales of 3,831 units resulted in an increase of +1.7 per cent over the same period in 2015. MINI therefore secured both record July and record July year-to-date results.

In 2014, MINI began the relaunch of its model line-up, beginning with the MINI 3 door. Since then, it has unveiled a new MINI 5 door, Clubman and Convertible. The new generation MINI is more refined, more functional and roomier than the previous generation, and is being very well received by Canadians. The all-new Clubman, which went on sale at the beginning of the year, garnered particular attention in July, making up nearly 20 per cent of overall MINI sales for the month.

Motorrad.

BMW Motorrad Canada reported July sales of 160 units, marking a decrease of -49.8 per cent compared to July, 2015. Year-to-date, the brand has sold 1,286 units, resulting in a decrease of -11.9 per cent over the same period last year.

Model leaders in July were the R1200RT, R1200GS, and R1200GSA. The brand looks forward to the launch of the R nineT Scrambler, a minimalistic, unconventional bike that riders will enjoy on both pavement and gravel roads. It arrives in the coming months.

BMW Group in Canada

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**BMW
GROUP**

Canada

Corporate Communications



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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