



Media Information  
September 1, 2016

**BMW Group Canada achieves August sales record.  
BMW achieves eighth month of consecutive growth.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 3,575 vehicles in August. With sales of 29,099 vehicles year-to-date, the company is up +7.4 per cent over the same period in 2015. These figures represent the Group's best-ever August and August year-to-date results made possible by our retailer partners and their strong customer-centric approach which has been a key contributor to this on-going success.

**BMW.**

BMW sales for the month of August were 2,950 units, marking an increase of +7.2 per cent over August, 2015, and the best-ever August for the brand. BMW sales year-to-date totaled 24,643 units, an increase of +8.2 per cent over the same period last year, and the brand's best August and August year-to-date results on record. August marks the best-selling month this year for the flagship BMW 7 Series which, along with the continuing strong performance of the BMW SAV lineup, has led the brand to eight consecutive months of growth.

**MINI.**

The MINI brand reported an increase of +11.8 percent over August, 2015 with sales of 625 vehicles. MINI achieved a +3 per cent increase year-to-date, as compared to the same period last year, with 4,456 units retailed.

The all-new Clubman continued momentum and celebrated its best-ever-month on record for this model. The Hatch was also a very strong performer contributing to the brand's success in August.

**Motorrad.**

BMW Motorrad Canada reported August sales of 191 units, marking a decrease of -4.5 per cent compared to August, 2015. Year-to-date, the brand has sold 1,477 units, resulting in a decrease of -11 per cent over the same period last year.

The R1200RT, R1200GS, and R1200GSA were strong performers in August. These top sellers will be joined by the new and highly sought after RnineT Scrambler and F800GS Adventure models which have recently arrived at Motorrad retailers.

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**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



Canada

**Corporate Communications**



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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