



Media Information
October 3, 2016

**BMW Group Canada achieves best ever year-to-date sales result.
BMW sales in September mark a record 9 months of consecutive growth.**

Richmond Hill, ON. With sales of 33,293 vehicles year-to-date, the company is up +6.4 per cent over the same period in 2015 and establishes a new sales high in Canada. "The BMW Group's ongoing sales success across our premium brands underlines the strength of our product line-up," said Hans Blesse, President and CEO of BMW Group Canada. "September set another milestone having achieved our 9th consecutive record month over month of increased sales. Specifically, demand for our all-new flagship BMW 7 Series is strong with sales more than tripling vs. last year. Additionally, with the largest selection of battery electric and plug in hybrid vehicles available today in the luxury segment, BMW has sold more alternative drive vehicles this year than in the whole of 2015." BMW Group Canada (BMW and MINI brands combined) reported sales of 4,194 vehicles in September, a slight decrease of -0.2 per cent.

BMW.

BMW sales for the month of September marked the 9th consecutive month over month increase for the brand, with 3,586 units resulting in an increase of +1.2 per cent over September 2015, BMW sales year-to-date totaled 28,229 units, an increase of +7.3 per cent over the same period last year.

MINI.

The MINI brand reported 608 sales in September, a decrease of -7.6 percent over September 2015. On the year, MINI reported 5,064 units representing an increase of +1.6 per cent as compared to the same period last year. The MINI Hatch continued its strong performance in September increasing sales by +19 per cent, and the all-new Clubman achieved its best month ever.

Motorrad.

BMW Motorrad Canada achieved its best-ever September with 160 retails, an increase of +23.1 per cent compared to September 2015. Year-to-date, the brand has sold 1,637 units, resulting in a decrease of -8.6 per cent over the same period last year. Continuing strong performers in September were the R1200RT, R1200GS, and S1000RR.

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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