



Media Information  
November 1, 2016

**BMW Group Canada achieves best-ever year to date sales.  
BMW brand achieves best-ever month of October with a +21% increase.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 4,080 vehicles, achieving its best-ever October, with an increase of +12.1 per cent. With sales of 37,373 vehicles year-to-date, the company is up +7 per cent over the same period in 2015 and establishes a new sales high in Canada.

**BMW.**

BMW reported sales of 3,435 units resulting in an increase of +21.4 per cent over October 2015. On a year-to-date basis, BMW sales total 31,664 units, an increase of +8.7 per cent over the same period last year. October represents the 10<sup>th</sup> consecutive month of year over year growth.

**MINI.**

The MINI brand reported 645 sales in October, a decrease of -20.4 per cent over October 2015. On the year, MINI reported 5,709 units representing a slight decrease of -1.5 per cent as compared to the same period last year. October marked the arrival of the first-ever Cooper Clubman ALL4 into the line-up, which was a key contributor to the overall Clubman success achieving its best-ever month.

**Motorrad.**

BMW Motorrad Canada reported 121 units sold in October, a decrease of -13.6 per cent compared to October 2015. Year-to-date, the brand has sold 1,758 units, resulting in a decrease of -8.9 per cent over the same period last year. Leading sales in October were the highly respected R1200GS, S1000RR and R1200RT.

**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 48 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

BMW Canada Inc.  
a BMW Group Company

BMW Canada Inc.  
une compagnie  
du BMW Group

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