



Media Information
January 4th, 2017

BMW Group Canada achieves 26th consecutive year of growth.

BMW Group Canada sales reach new high with 44,621 units, +6.1% over last year. BMW sets new sales record with an increase of +8.6% versus the previous year. December marked the 12th consecutive month of year-over-year growth for BMW.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported its best year on record with sales of 44,621 vehicles. These results represent the 26th consecutive year of growth for the BMW Group in Canada, and marks an increase of +6.1% over 2015. BMW Group Canada recorded December sales of 3,295 units, an increase of +9.7% compared to December, 2015.

“As we celebrate our 30th anniversary in Canada, I’m extremely proud of our associates and retail network partners who have contributed to yet another successful year of growth,” said Hans Blesse, president and CEO of BMW Group Canada. “This is now the 26th consecutive year we have increased our sales. Without question, BMW Group has the products and services Canadians want today. Our flagship BMW 7 Series has never been in more demand with +75% growth in 2016. And with the largest number of plug-in vehicles available for sale in the premium segment, our fans and customers have never had more choice when it comes to the ultimate driving experience.”

“Globally, we commemorated our 100th anniversary by looking forward and presenting our vision for the future of mobility,” continued Blesse. “I have never been more confident about delivering products and services designed to exceed the expectations of our Canadian customers.

In 2017, we will launch the first plug-in MINI Countryman, a new generation BMW 5 Series lineup including, for the first time, a plug-in hybrid variant, and an extended range of BMW GS motorcycles with a significantly updated R1200GS and the highly anticipated all-new G310GS. Finally, we will present Canadians with the ultra-exclusive M Performance TwinPower Turbo V12-cylinder M760Li. It is critical to provide our customers with a premium and diverse product portfolio to choose from. It is these emotional products which separate BMW from other car companies,” Blesse concluded.

BMW.

The BMW brand secured its best year on record with 38,012 units sold, an increase of +8.6% over 2015. The brand reported sales of 2,945 vehicles in December, an increase of +18.8% compared to December, 2015.

BMW’s Sports Activity Vehicles (the BMW X1, X3, and X5) and Sports Activity Coupes (the BMW X4 and X6) were strong contributors to the brand’s success in 2016. Sales of the SAV and SAC models increased +31% over 2015 confirming their strong appeal with Canadian consumers.



BMW M models continued to fascinate performance enthusiasts throughout 2016. Two new BMW M products captured the performance community's attention this year: the all-new M2 Coupe, awarded AJAC's Best New Premium Sports Car, and the rare BMW M4 GTS. A limited number of fifty M4 GTS units were available in Canada, selling out in moments. In 2017, BMW M will continue to impress Canadians with the launch of even more M Performance Models.

One of the more topical issues for the BMW brand in 2016 was the number of plug-in vehicles available for customers to purchase today. With plug-in sedans, Sports Activity Vehicles and all-electric BMW i3's, BMW has the largest fleet of plug-in cars available for sale today. With a plug-in sales increase of +68% in 2016 vs last year, BMW is well positioned for 2017 demand and beyond.

MINI.

Annual sales of 6,609 units for the year represented a decrease of -6.3% over 2015. December results were 350 units, a decrease of -33% compared to December, 2015. Canadians value the performance attributes of the MINI brand, driving John Cooper Works sub-brand sales up +37% versus the previous year.

MINI now looks forward to the arrival of the completely redesigned MINI Countryman, due in Canadian showrooms in early 2017. For the first time, the MINI Cooper Countryman will be offered in an ALL4 variant. This summer, MINI will deliver their first plug-in hybrid model with the MINI Cooper S E Countryman ALL4.

Motorrad.

BMW Motorrad Canada reported sales of 1,874 units for the year, representing a decrease of -7% compared to 2015. December sales were 56 units, up +60% compared to December, 2015.

The brand's strongest-selling models in 2016 were the perennially popular R1200RT, the R1200GS, GS Adventure models and the BMW S1000RR.

The BMW S1000RR was a top performer on and off the track in 2016. In the hands of Jordan Szoke, the S1000RR was perfect in 2016, winning all seven races in the Canadian Superbike Championship. This achievement earned Szoke the Canadian title and the 2016 BMW Motorrad Race Trophy – a global competition of 127 BMW riders from 25 nations competing for top rider status in the BMW racing community.

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



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

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