



Media Information
February 1st, 2017

BMW Group Canada achieves best-ever January.

BMW and MINI brands celebrate best-ever January sales.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported its best-ever January with sales of 2,337 vehicles. These results represent an increase of +2.5% over January, 2016.

BMW.

The BMW brand enjoyed its best-ever January with 2,066 units sold, an increase of +2.7% over January, 2016. The flagship 7 Series sedan remained strong, attracting discerning customers who demand exceptional performance, luxury and technology. Canadian consumers continued to gravitate to BMW's class-leading line-up of Sport Activity Vehicles which posted a +40% growth over January, 2016.

MINI.

The MINI brand achieved a best-ever January with 271 sales, resulting in a +1.1% increase compared to January, 2016. The MINI Clubman played a strong role in this result, capturing 25% of MINI's volume in January.

Motorrad.

BMW Motorrad Canada reported sales of 40 units in January, a decrease 5 units or -11.1% compared to January, 2016. Sales have covered the complete model range, and were led by the R1200GSA and F800GSA. The all-new G310R continues to generate a high level of interest.

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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 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.

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