



Media Information
March 1st, 2017

BMW Group Canada achieves best-ever February sales.**BMW brand sales increase +1.3%****MINI brand sales increase +12%****Motorrad sales increase +2%**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported a best-ever February with sales of 2,983 vehicles. These results represent an increase of +2.5% over February, 2016.

BMW.

The BMW brand enjoyed its best-ever February with 2,608 units sold, an increase of +1.3% over February, 2016. Year-to-date, a total of 4,674 units have been sold, an increase of +2% over the same period last year. The flagship BMW 7 Series continued to impress discerning customers who demand exceptional performance, luxury and technology with sales increasing by +9.5% year-to-date. Canadian consumers continued to purchase BMW's class-leading line-up of Sport Activity Vehicles, which posted a +16% growth on the year.

MINI.

The MINI brand achieved a best-ever February with 375 sales, resulting in a +12% increase compared to February, 2016. This continues a strong start to the year with an increase of +7% year to date vs. 2016. The MINI Clubman played a starring role in this result, increasing sales by +100% vs. last year. Retailers and customers will be rewarded in March with the arrival of the highly anticipated all-new MINI Countryman.

Motorrad.

BMW Motorrad Canada celebrated its best-ever month of February with sales of 105 units, an increase +2% compared to February, 2016. Year-to-date, 145 units have been sold, representing a decrease of -2% over the same period last year. With spring closer than ever, customers are seeking out the highly popular BMW R1200RT, R1200GS Adventure and the BMW S1000R, all of which were sales leaders in February.

-30-

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group
Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Internet
www.bmw.ca
www.mini.ca

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



Canada

Corporate Communications



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