



Media Information  
April 3<sup>rd</sup>, 2017

**BMW Group Canada achieves best-ever March sales.**

**BMW brand sales increase 3.8%**  
**MINI brand sales increase +3%**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported a best-ever March with sales of 3,691 vehicles. These results represent an increase of +3.7% over March, 2016. On the year, the Group reported an increase of 3% over the same period last year.

“Outperforming on your previous year’s results is a strong way to start the year,” commented Hans Blesse, President & CEO, BMW Group Canada. “This translates into a high level of confidence and momentum for our retail network as we move into the spring selling season.”

“The timing is excellent for us,” stated Blesse. “The all-new BMW 5 Series model range is arriving at retailers and will be the most innovative vehicle in its class, as well as offering the highest performance 5 Series ever produced with the arrival of the BMW M550i. The 5 Series will also build on our electrification strategy with the BMW 530e plug-in hybrid.”

“These first quarter results will positively contribute to the Group’s global position as the world’s leading manufacturer of premium cars.”

**BMW.**

The BMW brand enjoyed its best-ever March with 3,181 units sold, an increase of +3.8% over March, 2016. Year-to-date, a total of 7,855 units have been sold, an increase of +2.7% over the same period last year. Demand for the BMW X5 and Sport Activity Vehicle model range has never been higher with first quarter results out-pacing the same period last year by 687 units. Customer interest in the flagship BMW 7 Series continues to rise, with the first M Performance TwinPower Turbo 12-cylinder M760Li arriving this spring.

**MINI.**

The MINI brand achieved a best-ever March with 510 sales, resulting in a +3% increase over March, 2016. Year-to-date, a total of 1,156 units have been sold, an increase of +5.2% year-to-date versus 2016. The March launch of the MINI Countryman has exceeded expectations with +58% more customers taking delivery of the largest, most-versatile MINI in March. The availability of MINI ALL4, MINI’s all-wheel drive system, on the MINI Clubman has really appealed to Canadians. With a +69% increase in Clubman sales on the year, ALL4 has reinforced Canadians’ love of all-wheel drive.

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Table 1: New Vehicle Sales BMW Group Canada, March 2017

	Mar. 2017	Mar. 2016	%	YTD Mar. 2017	YTD Mar. 2016	%
BMW brand	3181	3065	+3.8	7855	7652	+2.7
BMW passenger cars	1221	1424	-14.3	3251	3735	-13.0
BMW light trucks	1960	1641	+19.4	4604	3917	+17.5
MINI brand	510	495	+3.0	1156	1099	+5.2
TOTAL Group	3691	3560	+3.7	9011	8751	+3.0

### **Motorrad.**

BMW Motorrad Canada reported March sales of 170 units, a decrease of -23.8% compared to March, 2016. The R1200GSA, R1200GS and F700GS were the top sellers in March. Looking ahead, BMW will remain the benchmark in the segment of premium motorcycles by offering customers 14 new or revised models in 2017 alone.

Table 2: Motorcycle Sales BMW group Canada, March 2017

	Mar. 2017	Mar. 2016	%	YTD Mar. 2017	YTD Mar. 2016	%
BMW Motorcycles	170	223	-23.8	317	371	-14.6

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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.

#### **For more information, please contact:**

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