

Media Information

May 2nd, 2017**BMW Group Canada reports April sales.****BMW brand sales increase +1.2% YTD.****MINI brand sales increase +0.1% YTD.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported April sales of 4,317 vehicles, resulting in a decrease of -2.9% over April, 2016. On the year, the Group reported an increase of +1.0% over the same period last year.

BMW.

The BMW brand sold 3,628 units in April, a decrease of -2.0% over April, 2016. Year-to-date, a total of 11,483 units have been sold, an increase of +1.2% over the same period last year. Strong demand for the Sport Activity Vehicle model range continued in April with sales increasing by +12.7% over April, 2016, while the flagship BMW 7 Series continues to gain momentum reaching a year-to-date +20.7% increase in sales over April, 2016.

MINI.

The MINI brand reported sales of 689 units in April, a decrease of -7.5% over April, 2016. Year-to-date, a total of 1,845 units have been sold, an increase of +0.1% as compared to the same period last year. The all-new Countryman has been well-received into the Canadian market and customer interest remains strong, resulting in an increase of +8.5% over April, 2016.

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

	Apr. 2017	Apr. 2016	%	YTD Apr. 2017	YTD Apr. 2016	%
BMW brand	3,628	3,701	-2.0	11,483	11,353	+1.2
BMW passenger cars	1,580	1,884	-16.1	4,831	5,619	-14.0
BMW light trucks	2,048	1,817	+12.7	6,652	5,734	+16.0
MINI brand	689	745	-7.5	1,845	1,844	+0.1
TOTAL Group	4,317	4,446	-2.9	13,328	13,197	+1.0

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Motorrad.

BMW Motorrad Canada reported April sales of 287 units, an increase of +10.4% compared to April, 2016. On the year, a total of 602 motorcycles have been sold representing a decrease of -4.6% over the same period last year. The R1200GSA, R1200RT, R1200GS and F700GS were the top sellers in April.

Table 2: Motorcycle Sales BMW group Canada, April 2017

	Apr. 2017	Apr. 2016	%	YTD Apr. 2017	YTD Apr. 2016	%
BMW Motorcycles	287	260	+10.4	602	631	-4.6

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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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