

Media Information  
August 1<sup>st</sup>, 2017

**BMW Group Canada achieves best-ever sales through first 7 months.  
BMW and MINI brands set new sales records with best-ever year-to-date results.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported July sales of 3,540 vehicles. This achievement marks an increase in sales of +0.6% for the first seven months of the year when compared to the previous year. For the month July, this result represents -2.9% fewer vehicles sold vs. July last year.

**BMW.**

Year-to-date, a new sales record of 21,783 vehicles have been delivered across Canada, representing an increase of +0.4% over the same period last year. The BMW brand sold 2,953 vehicles in July, which was -1.8% fewer vehicles compared with July, 2016. Demand for passenger cars contributed to this month's sales success with model lines such as the all-new BMW 5 Series doubling in sales vs. July 2016.

**MINI.**

Continuing to set sales records, MINI reported its best-ever year-to-date result with a total of 3,899 units sold. This represents an increase of +1.8% compared to the same period last year. For the month of July, the MINI brand reported sales of 587 units. This translated into a decrease of -8.3% vs. July, 2016. Demand for the all-new MINI Countryman continued through July with sales more than doubling vs. July 2016. The MINI Countryman's success accounted for 28% of the national volume for the MINI brand.

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

	July 2017	July 2016	%	YTD July 2017	YTD July 2016	%
BMW brand	2,953	3,007	-1.8%	21,783	21,693	+0.4%
BMW passenger cars	1,509	1,339	+12.7%	9,904	10,386	-4.6%
BMW light trucks	1,444	1,668	-13.4%	11,879	11,307	+5.1%
MINI brand	587	640	-8.3%	3,899	3,831	+1.8%
TOTAL Group	3,540	3,647	-2.9%	25,682	25,524	+0.6%

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**Motorrad.**

BMW Motorrad Canada remains on track for a record setting sales year with a July sales result of 213 units, an increase of +33.1% compared to July, 2016. For 2017, a total of 1,415 motorcycles have been sold, representing an increase of +10.0% over the same period last year. The R1200RT, along with the Adventure Touring R1200GSA and R1200GS were the top performers in July.

Table 2: Motorcycle Sales BMW group Canada, July 2017

	July 2017	July 2016	%	YTD July 2017	YTD July 2016	%
BMW Motorcycles	212	160	+33.1%	1,415	1,286	+10.0%

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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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