

Media Information
September 5th, 2017

BMW Group Canada achieves best-ever sales in August.**BMW and MINI brands set new sales records.****BMW Motorrad reports best-ever month of August.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported its best-ever August with sales of 3,629 vehicles resulting in an increase of +1.5% over August 2016. With 29,311 units sold year-to-date this achievement marks an increase in sales of +0.7% as compared to the same period last year.

BMW.

The BMW brand reported its best-ever August with 3,040 units sold, achieving an increase of +3.1% over last year. The brand enjoyed its best-ever year-to-date result with 24,823 units delivered, representing an increase of +0.7% over the same period last year.

MINI.

The MINI brand reported sales of 589 units in August, a decrease of -5.8% over August 2016. MINI enjoyed its best-ever August year-to-date result with 4,488 units sold, representing an increase of +0.7% over the same period last year. Customer demand for the new MINI Countryman remained strong, with sales doubling for the month.

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

	August 2017	August 2016	%	YTD August 2017	YTD August 2016	%
BMW brand	3,040	2,950	+3.1%	24,823	24,643	+0.7%
BMW passenger cars	1,585	1,420	+11.6%	11,489	11,806	-2.7%
BMW light trucks	1,455	1,530	-4.9%	13,334	12,837	+3.9%
MINI brand	589	625	-5.8	4,488	4,456	+0.7%
TOTAL Group	3,629	3,575	+1.5%	29,311	29,099	+0.7%

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Motorrad.

BMW Motorrad Canada set a new record for the month of August with sales of 233 units, an increase of +22% compared to August, 2016. For 2017, a total of 1,648 motorcycles have been sold, representing an increase of +11.6% over the same period last year. The R1200GSA, R1200RT, R1200GS and S100RR were the volume leaders in August.

Table 2: Motorcycle Sales BMW group Canada, August 2017

	August 2017	August 2016	%	YTD August 2017	YTD August 2016	%
BMW Motorcycles	233	191	+21.9%	1,648	1,477	+11.6%

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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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