

**BMW
GROUP**

Canada

Corporate Communications



Media Information
October 3rd, 2017

**BMW Group Canada sets September sales records.
BMW September sales highest in company's history.
MINI September sales highest in brand's history.**

Richmond Hill, ON. With 33,720 new vehicle deliveries year-to-date, the company has increased sales by +1.3 per cent over the same period in 2016. BMW Group Canada (BMW and MINI brands combined) reported sales of 4,409 vehicles in September, an increase of +5.1 per cent. This result establishes yet another sales record in Canada. "The BMW Group's continued success is extremely encouraging as we transition into our most aggressive product offensive in history," said Hans Blesse, President and CEO of BMW Group Canada. "Over the next 24 months, we will introduce over 40 new and revised models, establishing BMW as the most technologically advanced premium vehicle manufacturer in the industry. With a brand-new, completely redesigned BMW X3 en route to stores across the country, we are perfectly prepared to meet and exceed the feverish growth of the premium Sports Activity Vehicle segment. The all-new BMW X3 will carry our highest levels of connectivity and autonomy. Canadians have also taken notice of our commitment to electrification. With the largest selection of battery electric and plug-in hybrid vehicles available for sale today, BMW has delivered more alternative drive vehicles this year than in the whole of 2016. BMW is the global leader in electric vehicle sales volume and will deliver over 100,000 plug-in cars this year alone," Blesse concluded.

BMW.

"This was our best-ever sales result for the month September. Specifically, demand for the BMW 5 Series has been exceptional with sales increasing +25 per cent vs. last year," commented Blesse. BMW sales for the month were 3,709 units, resulting in an increase of +3.4 per cent over September 2016. BMW sales year-to-date totaled 28,532 units, an increase of +1.1 per cent over the same period last year.

MINI.

The MINI brand reported 700 sales in September, an increase of +15.1 percent over September 2016. On the year, MINI reported 5,188 units representing an increase of +2.4 per cent as compared to the same period last year. "Consumer response to the all-new MINI Countryman has exceeded our expectations with sales tripling in September vs. last year," Blesse remarked. "This result sets a strong foundation for the introduction of our first electrified MINI with the launch of the MINI Cooper S E Countryman ALL4."

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

	September 2017	September 2016	%	YTD September 2017	YTD September 2016	%
BMW brand	3,709	3,586	+3.4%	28,532	28,229	+1.1%
BMW passenger cars	1,716	1,693	+1.4%	13,205	13,499	-2.2%
BMW light trucks	1,993	1,893	+5.3%	15,327	14,730	+4.1%
MINI brand	700	608	+15.1	5,188	5,064	+2.4%
TOTAL Group	4,409	4,194	+5.1%	33,720	33,293	+1.3%

Motorrad.

BMW Motorrad Canada achieved 150 retail sales in September, a decrease of -6.3 per cent compared to September 2016. Year-to-date, the brand has sold 1,798 units, resulting in an increase of +9.8 per cent over the same period last year. Sales of the GS models have been exceptionally strong lead by the R1200GS, the GS Adventurer and the F800GS.

Table 2: Motorcycle Sales BMW group Canada, September 2017

	September 2017	September 2016	%	YTD September 2017	YTD September 2016	%
BMW Motorcycles	150	160	-6.3%	1,798	1,637	+9.8%

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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.

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