



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

**BMW Group Canada generates all-time October sales records.****BMW sets a new year-to-date sales milestone.****MINI achieves highest year-to-date sales in the brand's history.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 4,200 vehicles in October, marking an increase of +2.9 per cent over October, 2016. For the year, the Group's sales volume is 37,920 vehicles, an increase of +1.5 per cent over the same period last year. This strong performance results in the best ever October sales and the best ever sales year to date.

**BMW.**

BMW sales for the month were 3,490 units, resulting in a new October sales benchmark with a +1.6 per cent increase over October, 2016. The all-new BMW 5 Series continues to lead with +26 per cent growth versus last year. Demand for premium Sports Activity Vehicles has never been higher with the entire model range of BMW SAV's increasing sales by +51 per cent versus last October. On the year, BMW established a new year-to-date sales record with 32,022 vehicle deliveries, an increase of +1.1 per cent over the same period last year.

**MINI.**

The MINI brand reported 710 sales in October, an increase of +10.1 percent over October, 2016. On the year, MINI reported 5,898 units representing an increase of +3.3 per cent as compared to the same period last year. The all-new Countryman was an outstanding performer with sales quadrupling versus October last year. With the extended topless weather heading deep into autumn, the MINI Convertible achieved its best ever October, with sales increasing +47 per cent over October, 2016.

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

	October 2017	October 2016	%	YTD October 2017	YTD October 2016	%
BMW brand	3,490	3,435	+1.6%	32,022	31,664	+1.1%
BMW passenger cars	1,234	1,938	-36.3%	14,439	15,437	-6.5%
BMW light trucks	2,256	1,497	+50.7%	17,583	16,227	+8.4%
MINI brand	710	645	+10.1	5,898	5,709	+3.3%
TOTAL Group	4,200	4,080	+2.9%	37,920	37,373	+1.5%

BMW Canada Inc.  
a BMW Group Company

BMW Canada Inc.  
une compagnie  
du BMW Group

Head Office/  
Siège social  
50 Ultimate Drive  
Richmond Hill, Ontario  
Canada  
L4S 0C8

Telephone/  
Téléphone  
(905) 683-1200

Internet  
[www.bmw.ca](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)

**Motorrad.**

BMW Motorrad Canada reported 131 retail sales in October, an increase of +8.3 per cent compared to October 2016. Year-to-date, the brand has sold 1,929 units, resulting in an increase of +9.7 per cent over the same period last year. The top performers in the month were the R1200GS, F700GS and the F800GS.

Table 2: Motorcycle Sales BMW group Canada, October 2017

	October 2017	October 2016	%	YTD October 2017	YTD October 2016	%
BMW Motorcycles	131	121	+8.3%	1,929	1,758	+9.7%

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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:**

Marc Belcourt, Director, Corporate Communications  
BMW Group Canada  
905-428-5078 / [marc.belcourt@bmwgroup.ca](mailto:marc.belcourt@bmwgroup.ca)

Barb Pitblado, Manager, Corporate Communications  
BMW Group Canada  
905-428-5005 / [barb.pitblado@bmwgroup.ca](mailto:barb.pitblado@bmwgroup.ca)