

Media Information
December 1st, 2017

BMW Group Canada achieves new all-time November sales result.**BMW sets a new year-to-date sales record.****MINI achieves best year-to-date sales record.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 4,127 vehicles in November, marking an increase of +4.4 per cent over November, 2016. For the year, the Group's sales volume is 42,047 vehicles, an increase of +1.7 per cent over the same period last year. All BMW Group brands combined to set new overall records for the month and year-to-date.

BMW.

BMW brand sales for the month were 3,494 units, resulting in a best-ever November, and a +2.7 per cent increase over November, 2016. Propelled by the launch of the all-new 2018 BMW X3, Canadian consumers continue to gravitate towards BMW's class-leading range of sport-activity-vehicles. Overall, X3 sales increased by +58 per cent versus November 2016. On the year, BMW established a new year-to-date sales record with 35,516 vehicle deliveries, an increase of +1.3 per cent over the same period last year.

MINI.

The MINI brand reported 633 sales in November, an increase of +15.1 percent over November, 2016. On the year, MINI reported 6,531 units representing an increase of +4.4% per cent as compared to the same period last year. The all-new MINI Countryman eclipsed its previous sales volumes, marking its strongest sales month in the company's history.

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

	November 2017	November 2016	%	YTD November 2017	YTD November 2016	%
BMW brand	3494	3,403	+2.7%	35,516	35,067	+1.3%
BMW passenger cars	1590	1,504	+5.7%	16,029	16,941	-5.4%
BMW light trucks	1904	1,899	+0.3%	19,487	18,126	+7.5%
MINI brand	633	550	+15.1%	6,531	6,259	+4.4%
TOTAL Group	4,127	3,953	+4.4%	42,047	41,326	+1.7%

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**Motorrad.**

BMW Motorrad Canada reported 108 retail sales in November, an increase of +80.0 per cent compared to November 2016. Year-to-date, the brand has sold 2,037 units, resulting in an increase of +12.0 per cent over the same period last year, establishing an all-time record for November and a new annual retail sales achievement. Notable top performers in the month were the G310GS, F800GT and F800R.

Table 2: Motorcycle Sales BMW group Canada, November 2017

	November 2017	November 2016	%	YTD November 2017	YTD November 2016	%
BMW Motorcycles	108	60	+80.0%	2,037	1,818	+12.0%

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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