



Media Information
February 1, 2018

BMW Group Canada commences 2018 with sales increasing +14.6%.
BMW sales in January achieve new high with a +15.1% increase.
MINI sets a January sales record with an increase of +11.1%.
BMW iPerformance plug-in sales increase +54% in January.
BMW Motorrad sales consistent with previous year levels.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported its best January in history with sales of 2,679 vehicles. This result represents an increase of +14.6% compared to 2017.

BMW.

The BMW brand achieved its best-ever January on record with 2,378 units sold, an increase of +15.1% over 2017.

A key contributor to the record-setting month was the brand new [BMW X3 Sports Activity Vehicle](#) with year over year growth of +66%. With the premium light truck segment growing at record levels, BMW is well positioned to respond to consumer demand with the first ever [BMW X2 Sports Activity Coupe](#). The aggressive design will command people's attention while in motion, or simply standing still.

MINI.

MINI had a best-ever January delivering 301 new cars, an increase of +11% compared to January, 2017. Of the 301 units delivered, 46% were equipped with ALL4, MINI's dynamic all-wheel drive system. Other customers in January were clearly dreaming of spring as this past month was the best month ever for sales of [MINI Convertibles](#), up +56% versus the previous year.

Table 1: New Vehicle Sales BMW Group Canada, January 2018

| | January 2018 | January 2017 | % |
|--------------------|--------------|--------------|--------|
| BMW brand | 2,378 | 2,066 | +15.1% |
| BMW passenger cars | 811 | 800 | +1.4% |
| BMW light trucks | 1,567 | 1,266 | +23.8% |
| MINI brand | 301 | 271 | +11.1% |
| TOTAL Group | 2,679 | 2,337 | +14.6% |

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**Motorrad.**

With an all-time record level of sales in 2017, BMW Motorrad had a solid start to a new riding year, selling the same number of units this January as in January, 2017. The recently launched [K1600B Bagger](#) was a top seller as customers begin planning their 2018 road trips. Another top performer in January was the R1200GS Adventure.

Table 2: Motorcycle Sales BMW group Canada, January 2018

| | January 2018 | January 2017 | % |
|-----------------|--------------|--------------|----|
| BMW Motorcycles | 40 | 40 | 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 49 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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