



Media Information

March 1, 2018

BMW Group Canada achieves best-ever February with sales increasing 6.2%.

BMW sales in February achieve new highs with a +6.2% increase.

MINI sets a February sales record with an increase of +6.7%.

BMW electrified sales increase +54% in February.

BMW Motorrad sales set a February record increasing +2%.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported its best February in history with sales of 3,169 vehicles. This result represents an increase of +6.2% compared to 2017.

BMW.

The BMW brand achieved its best February on record with 2,769 units sold, an increase of +6.2% 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 +97%. With the premium light truck segment growing at record levels, BMW is well positioned to respond to consumer demand. On the sedan side, the **BMW 4 Series** sold at record levels with an increase in deliveries of +49% versus the previous year. Additionally, sales of ultra-high performance M branded vehicles increased a measurable +64% lead by the X3 M40i.

MINI.

MINI had a best-ever February delivering 400 new cars, an increase of +6.7% compared to February, 2017. MINI customers were inspired at the Canadian International Auto Show where the brand presented the zero emissions MINI Electric Concept. This translated into strong February plug-in sales with the new **MINI Cooper S E Countryman ALL4** plug-in hybrid accounting for 5% of all **MINI Countryman** sales in February.

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

	February 2018	February 2017	YoY %	YTD February 2018	YTD February 2017	YoY %
BMW Brand	2,769	2,608	6.2%	5,147	4,674	10.1%
BMW passenger cars	993	1,230	-19.3%	1,804	2,030	-11.1%
BMW light trucks	1,776	1,378	28.9%	3,343	2,644	26.4%
MINI brand	400	375	6.7%	701	646	8.5%
TOTAL Group	3,169	2,983	6.2%	5,848	5,320	9.9%

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**Motorrad.**

Motorrad reported its best February on record with sales of 107 units. This figure represents an increase of +1.9 per cent over February, 2017. Year-to-date sales for the two-wheeled brand were 147 units, an increase of +1.4 per cent over the same period in 2017. Top sellers in February were the Motorrad F700 GS, the R1200RT and the R1200GS. Motorrad also welcomed an increased number of attendees at the Toronto and Montreal motorcycle shows, where show-goers were treated to the first Canadian sightings of the **K1600B Grand America**. The new K1600B Bagger and G310GS were also very popular attractions on the motorcycle show circuit this year.

Table 2: Motorcycle Sales BMW group Canada, February 2018

	February 2018	February 2017	%	YTD February 2018	YTD February 2017	YoY %
BMW Motorcycles	107	105	+1.9%	147	145	+1.4

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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.

For more information, please contact:

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