



Canada

Corporate Communications



Media Information

April 3, 2018

BMW Group Canada achieves best-ever Q1 with sales increasing +5.1%.

BMW sales in March decrease -3.7%.

MINI sets a March sales record with an increase of +9%.

BMW plug-in hybrid sales increase +86% in March.

BMW Motorrad sales set a March record increasing +32.9%.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported its best-ever Q1 results with sales of 9,467 vehicles. This result represents an increase of +5.1% compared to 2017.

“Achieving success in the opening three months of the year is critical for generating positive sales momentum. I’m very thankful to our retail network and sales associates whose commitment to success has delivered our best-ever start to a sales year,” commented Hans Blesse, president and CEO, BMW Group Canada. “Our record-setting 2018 sales results confirm Canadian customers approve of our new design language, extensive range of Sports Activity Vehicles, and the experiences they are receiving with our retail partners.”

“We’ve never been better positioned for the spring buying season,” continued Blesse. “The product offensive launched by Strategy NUMBER ONE>NEXT is in full swing. Over the last five months, we have launched nine all-new or completely revised models. From the BMW M5, a car independent testers are claiming to be the fastest sedan they’ve ever driven, to the first-ever BMW X2, a Sports Activity Coupe of radical design and matching performance, we have the hottest segments of the premium market covered. With the ultra-luxurious BMW X7 and BMW 8 Series Coupe still to come this year, there has never been a better time to be a BMW customer.”

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**BMW.**

The BMW brand posted its best-ever Q1 results with 8,210 units sold, reflecting an increase of +4.5%. In March, the brand delivered 3,063 new vehicles, a decrease of -3.7% over March, 2017. The expanding BMW 5 Series segment was a key contributor to the first quarter record, with sales increasing +65% versus 2017.



MINI.

MINI enjoyed a best-ever March by delivering 556 new cars, an increase of +9.0% compared to March, 2017. On the year, MINI sold 1,257 units, an increase of +8.7% over the same period last year. The electrified MINI Cooper S E Countryman ALL4 continued its success, representing 7% of all MINI Countryman sales.

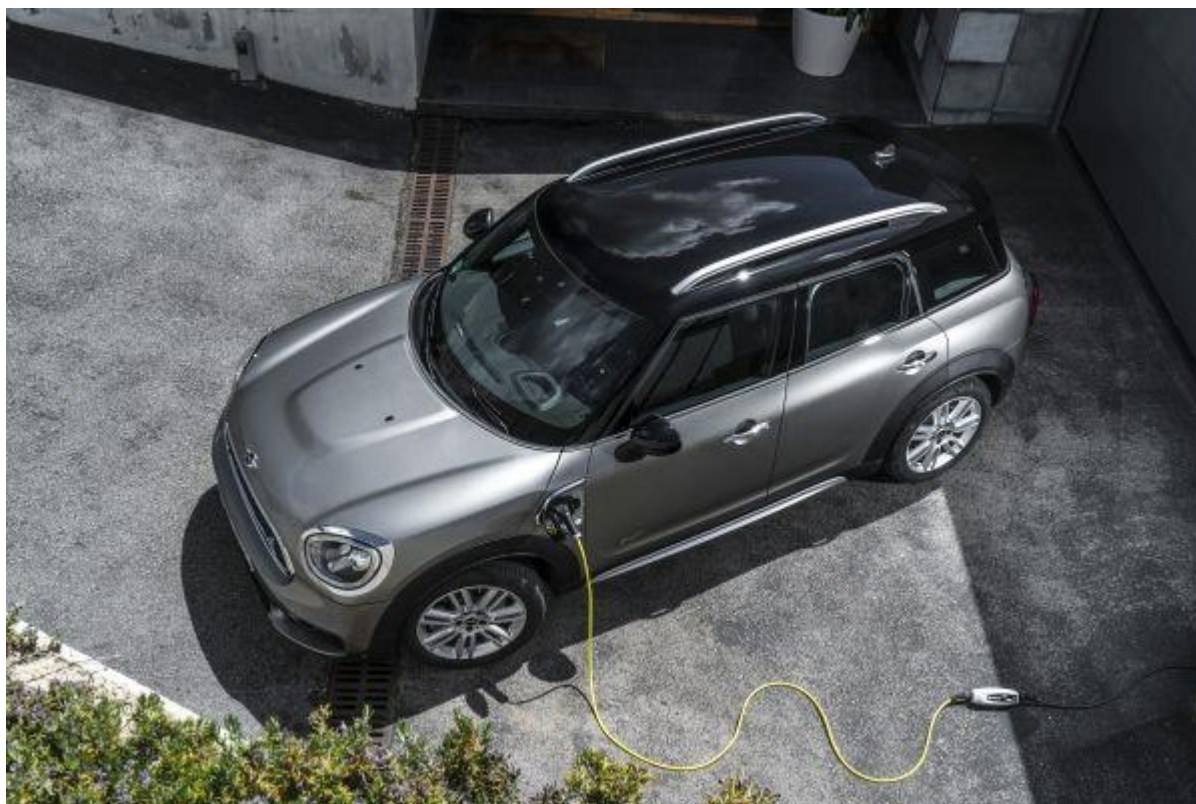


Table 1: New Vehicle Sales BMW Group Canada, March 2018

	March 2018	March 2018	MTD % Change	YTD March 2018	YTD March 2017	YTD % Change
BMW Brand	3,063	3,181	-3.7%	8,210	7,855	+4.5%
BMW passenger cars	1,521	1,221	+24.6%	3,325	3,251	+2.3%
BMW light trucks	1,542	1,960	-21.3%	4,885	4,604	+6.1%
MINI brand	556	510	+9.0%	1,257	1,156	+8.7%
TOTAL Group	3,619	3,691	-2.0%	9,467	9,011	+5.1%

Motorrad.

Motorrad reported its best-ever month of March with sales of 226 units, an increase of +32.9% over March, 2017. Year-to-date sales were 373 units, marking an increase of +18.4% over the same period in 2017 and a best-ever first quarter for the brand. Top sellers in March were the G310GS, R1200RT, R1200GSA and the R1200GS.



Table 2: Motorcycle Sales BMW group Canada, March 2018

	March 2018	March 2018	MTD % Change	YTD March 2018	YTD March 2017	YTD % Change
BMW Motorcycles	226	170	+32.9%	373	315	+18.4



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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.

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