

Media Information

May 1, 2018

**BMW Group Canada achieves best month ever with sales increasing +8%.****BMW brand sales increase in April by +10.8% to record levels.****MINI April sales trail previous year by -6.8%.****BMW electrified sales jump +86% in April.****BMW Motorrad sales in April decrease -8%.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported its best month on record with sales of 4,662 vehicles. This result represents an increase of +8% compared to the previous April. Year-to-date, BMW Group has delivered 14,129 new vehicles, an increase of +6% versus the previous year, and an all-time sales record for the company.

**BMW.**

The BMW brand posted its best-ever April result with 4,020 units sold, reflecting an increase of +10.8%. To date in 2018, the BMW brand has delivered 12,230 new vehicles, an increase of +6.5% over 2017, and the best-ever result year-to-date. An aggressive product launch offensive, led by the brand new BMW X2, in combination with an outstanding retail network account for the year-over-year accomplishments. Additionally, the sub-brands BMW M and BMW i increased sales by +72% and +34% respectively for the year.



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a BMW Group Company

BMW Canada Inc.  
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**MINI.**

MINI delivered 642 new cars to Canadian customers in April, a decrease of -6.8% compared with the previous year. On the year, MINI has sold 1,899 units, an increase of +2.9% over the same timeframe last year. This is the most vehicles the brand has sold year-to-date in its Canadian history.



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

	<b>April 2018</b>	<b>April 2017</b>	<b>MTD % Change</b>	<b>YTD April 2018</b>	<b>YTD April 2017</b>	<b>YTD % Change</b>
BMW Brand	4,020	3,628	+10.8%	12,230	11,483	+6.5%
BMW Passenger Cars	1,704	1,580	+7.8%	5,029	4,831	+4.1%
BMW Light Trucks	2,316	2,048	+13.1%	7,201	6,652	+8.3%
MINI Brand	642	689	-6.8%	1,899	1,845	+2.9%
<b>TOTAL Group</b>	<b>4,662</b>	<b>4,317</b>	<b>+8.0%</b>	<b>14,129</b>	<b>13,328</b>	<b>+6.0%</b>

### **Motorrad.**

Motorrad reported 264 sales in April resulting in a decrease of -8.0% as compared to April, 2017. Year-to-date sales were 637 units, an increase of +5.8% over the same period in 2017. A key model contributing to the year-over-year growth was the [BMW G310 GS](#).



Table 2: Motorcycle Sales BMW Group Canada, April 2018

	<b>April 2018</b>	<b>April 2017</b>	<b>MTD % Change</b>	<b>YTD April 2018</b>	<b>YTD April 2017</b>	<b>YTD % Change</b>
BMW Motorcycles	264	287	-8.0%	637	602	+5.8%

### **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.



Canada

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