

**BMW  
GROUP**

Canada

**Corporate Communications**



Media Information  
June 1, 2018

**BMW Group Canada achieves best month ever with sales increasing +8%.**

**BMW brand sales increase in May by +9.8% to record levels.**

**MINI brand sales increase in May +2% producing best-ever May sales.**

**BMW electrified sales charge ahead of last year by +50%.**

**BMW Motorrad achieves all-time YTD sales record, up +9%.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) continues to deliver with its best sales month on record with sales of 4,747 vehicles, an increase of +8% compared to the previous May. Year-to-date, BMW Group has delivered 18,876 new vehicles, an increase of +6.6% versus the previous year, and the most cars sold year-to-date versus any previous year in the company's history.

**BMW.**

The BMW brand posted its best-ever May result with 3,886 units sold, resulting in an increase of +9.8%. To date in 2018, the BMW brand has delivered 16,116 new vehicles, an increase of +7.3% over 2017. The sub-brands of BMW M and BMW i played a key role in this best-ever performance. Sales of BMW M branded vehicles increased +31% in May versus the previous year. When it comes to sustainable mobility, having the largest fleet of electrified cars available for sale in Canada translated into delivering +108% more electrified vehicles to customers in May 2018 versus 2017.



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**MINI.**

MINI reported its best month of sales ever with 861 units sold in May, an increase of +2% as compared to May, 2017. On the year, MINI has sold 2,760 units, an increase of +2.6% over the same period last year, making 2018 the most successful year of sales since the brand launched in Canada. Despite a shift towards larger vehicles, Canadians remain loyal to the iconic MINI Hatch, with sales accounting for 49% of the brand's total volume in May.



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

	May 2018	May 2017	MTD % Change	YTD May 2018	YTD May 2017	YTD % Change
BMW Brand	3,886	3,540	+9.8%	16,116	15,023	+7.3%
BMW Passenger Cars	1,653	1,701	-2.8%	6,682	6,532	+2.3%
BMW Light Trucks	2,233	1,839	+21.4%	9,434	8,491	+11.1%
MINI Brand	861	844	+2%	2,760	2,689	+2.6%
<b>TOTAL Group</b>	<b>4,747</b>	<b>4,384</b>	<b>+8.3%</b>	<b>18,876</b>	<b>17,712</b>	<b>+6.6%</b>

**Motorrad.**

Motorrad reported 330 sales in May resulting in an increase of +15.8% as compared to May, 2017. Year-to-date, a new record was set with sales of 967 units, an increase of +9% over the same period in 2017. The top performer in May was the all-new G310GS followed by the R1200GSA, and the BMW G310R.



Table 2: Motorcycle Sales BMW Group Canada, May 2018

	May 2018	May 2017	MTD % Change	YTD May 2018	YTD May 2017	YTD % Change
BMW Motorcycles	330	285	+15.8%	967	887	+9%

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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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