

**BMW
GROUP**

Canada

Corporate Communications



Media Information

July 4, 2018

BMW Group Canada reports record first half, with sales up +4.7%.

BMW brand sales increase +5.3% year-to-date.

MINI brand sales increase +1.3% year-to-date.

BMW electrified sales charge ahead +46.9% year-to-date.

BMW Motorrad sales increase +1.5% year-to-date.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported June sales of 4,301 vehicles, a decrease of -2.9% compared to last June. Year-to-date, BMW Group Canada has delivered a record 23,177 new vehicles, an increase of +4.7% versus the previous year.

“The record results our retail network achieved in the first six months of the year have BMW Group Canada well positioned to build on our 27 years of consecutive sales growth in this market,” commented Hans Blesse, President and CEO, BMW Group Canada.

“Not only did BMW, MINI and Motorrad all achieve new sales records in the first half, more Canadians than ever took delivery of BMW electrified vehicles, with sales in that category increasing nearly +47% over 2017. With our product launch offensive continuing in the fall – ranging from completely-redesigned Sports Activity Vehicles to the performance and luxury of an all-new BMW 8 Series Coupe – there simply has never been a more exciting time to visit a BMW retailer,” concluded Blesse.

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a BMW Group Company

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BMW.

The BMW brand reported 3,707 sales in June, a decrease of -2.6% versus June, 2017. The year of X continues as sales of the new BMW X3 increased more than +24% this month. Meanwhile, the luxurious BMW 5 Series and eye-catching 6 Series also enjoyed a strong June, with sales increasing nearly +18% and +46% respectively. On the year, the BMW brand has delivered 19,823 new vehicles, an increase of +5.3% over 2017. This represents the BMW brand's best first half in Canada.



MINI.

MINI reported June sales of 594 units, a decrease of -4.7% compared to June, 2017. Year-to-date, MINI has sold 3,354 units, an increase of +1.3% over the same period last year, and the brand's best first half in its Canadian history. The MINI Countryman enjoyed a strong first half, with an increase of nearly +99% year-to-date.



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

	June 2018	June 2017	MTD % Change	YTD June 2018	YTD June 2017	YTD % Change
BMW Brand	3,707	3,807	-2.6%	19,823	18,830	+5.3%
BMW Passenger Cars	1,653	1,863	-11.3%	8,335	8,395	-0.7%
BMW Light Trucks	2,054	1,944	+5.7%	11,488	10,435	+10.1%
MINI Brand	594	623	-4.7%	3,354	3,312	+1.3%
TOTAL Group	4,301	4,430	-2.9%	23,177	22,142	+4.7%

Motorrad.

Motorrad reported 253 sales in June, resulting in a decrease of -19.7% compared to June, 2017. Year-to-date, a new record was set with sales of 1,220 units, an increase of +1.5% over the same period in 2017. Top performers in the month were the R1200GS, R1200GS Adventure and K1600B.



Table 2: Motorcycle Sales BMW Group Canada, June 2018

	June 2018	June 2017	MTD % Change	YTD June 2018	YTD June 2017	YTD % Change
BMW Motorcycles	253	315	-19.7%	1,220	1,202	+1.5%

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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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