

Media Information
August 1, 2018

BMW Group Canada reports best-ever July year-to-date with sales increasing +3.1%.

BMW brand sales increase +3.4% year-to-date.

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

BMW electrified sales charge ahead +66% year-to-date.

BMW Motorrad sales increase +1.4% year-to-date.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported July sales of 3,307 vehicles, a decrease of -6.6% compared to last July. Year-to-date, BMW Group Canada has delivered a record 26,484 new vehicles, an increase of +3.1% versus the previous year.

BMW.

The BMW brand reported 2,711 sales in July, a decrease of -8.2% versus July, 2017. On the year, the BMW brand has delivered 22,534 new vehicles, an increase of +3.4% over 2017.

BMW's lineup of Sports Activity Vehicles accounted for 53.2 percent of BMW brand sales in July 2018. Most notably, the all-new BMW X3 was the top-selling X model in Canada. The BMW sub-brands BMW i and iPerformance as well as the BMW M and M Performance models continue to exceed expectations with sales increasing +65% and +75% respectively in July.



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MINI.

MINI reported July sales of 596 units, an increase of +1.5% compared to July, 2017. Year-to-date, MINI has sold 3,950 units, an increase of +1.3% over the same period last year.

With sales up +41% over July 2017, the MINI Countryman continued to be a strong performer in July with 230 purchasers resoundingly validating the MINI Countryman's recent recognition in the 2018 J. D. Power APEAL Study.



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

	July 2018	July 2017	MTD % Change	YTD July 2018	YTD July 2017	YTD % Change
BMW Brand	2,711	2,953	-8.2%	22,534	21,783	3.4%
BMW Passenger Cars	1,269	1,509	-15.9%	9,604	9,904	-3.0%
BMW Light Trucks	1,442	1,444	-0.1%	12,930	11,879	8.8%
MINI Brand	596	587	1.5%	3,950	3,899	1.3%
TOTAL Group	3,307	3,540	-6.6%	26,484	25,682	3.1%

Motorrad.

Motorrad reported 215 sales in July, resulting in an increase of +0.94% compared to July, 2017. Year-to-date, a total of 1,435 units were sold, an increase of +1.4% over the same period in 2017. Leading performers in July were the R1200RT, R1200GS Adventure and K1600B.



Table 2: Motorcycle Sales BMW Group Canada, July 2018

	July 2018	July 2017	MTD % Change	YTD July 2018	YTD July 2017	YTD % Change
BMW Motorcycles	215	213	+0.94%	1,435	1,415	+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.

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