

Media Information
September 4, 2018

BMW Group Canada August sales increase +7.9% to record levels.**BMW brand sales increase +8.2%.****MINI brand sales increase +6.3%.****BMW electrified sales surge ahead +61% for the year.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported August sales of 3,915 vehicles, an increase of +7.9% compared to last August. This achievement marks the best-ever August sales for the Group. Year-to-date, BMW Group Canada has delivered 30,399 new vehicles, an increase of +3.7% versus the previous year. This result extends BMW Group's record sales in 2018.

BMW.

The BMW brand achieved new highs in August with 3,289 new vehicle sales, an increase of +8.2% versus August, 2017. On the year, the BMW brand has delivered 25,823 new vehicles, an increase of +4% over 2017. Key contributors to the record-setting results were the brand's completely redesigned Sport Activity Vehicles, led by the BMW X3 and BMW X4. In addition, the BMW M and i brands continued to attract new customers with sales increasing +57% and +180% respectively over last August.



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MINI.

MINI reported August sales of 626 units, an increase of +6.3% compared to August, 2017 which represents the brand's best-ever August. Year-to-date, MINI has delivered a record number of new vehicles with 4,576 units, an increase of +2.0% over the same period last year. Canadians clearly embraced the best of August with MINI Convertible sales increasing +36% versus the previous year.



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

	August 2018	August 2017	MTD % Change	YTD August 2018	YTD August 2017	YTD % Change
BMW Brand	3,289	3,040	8.2%	25,823	24,823	4.0%
BMW Passenger Cars	1,353	1,585	-14.6%	10,957	11,489	-4.6%
BMW Light Trucks	1,936	1,455	33.1%	14,866	13,334	11.5%
MINI Brand	626	589	6.3%	4,576	4,488	2.0%
TOTAL Group	3,915	3,629	7.9%	30,399	29,311	3.7%

Motorrad.

With the highly anticipated arrival of the all-new BMW 750GS and BMW 850GS, BMW Motorrad reported 184 sales in August, a decrease of -21% compared to August, 2017. Year-to-date, a total of 1,619 units were sold, a drop of -1.7% over the same period in 2017. The top performers in August were the K1600B, R1200GS, R1200GSA and R1200RT. The completely re-designed BMW 750GS and BMW 850GS models are expected to be in showrooms this fall.



Table 2: Motorcycle Sales BMW Group Canada, August 2018

	August 2018	August 2017	MTD % Change	YTD August 2018	YTD August 2017	YTD % Change
BMW Motorcycles	184	233	-21.03%	1,619	1,648	-1.76%



Canada

Corporate Communications



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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, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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