

Media Information
October 2, 2018

BMW Group Canada September sales increase +5.1% to record levels.

BMW brand sales increase +5.5%.

MINI brand sales increase +3.0%.

BMW electrified sales surge ahead +50% for the year.

BMW Motorrad sales increase +7.3%.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported September sales of 4,635 vehicles, an increase of +5.1% compared to last September. This achievement marks the best-ever September sales for the Group. Year-to-date, BMW Group Canada has delivered 35,034 new vehicles, an increase of +3.9% versus the previous year.

“A strong product launch offensive combined with an engaged and committed retailer network have contributed to the company’s best-ever first three quarters of sales. These record results have BMW Group Canada well positioned to build on our 27 years of consecutive sales growth,” commented Hans Blesse, President and CEO, BMW Group Canada.

“More Canadians than ever are shopping for Sports Activity Vehicles, and BMW is strategically positioned to meet the demand. Our extensive selection of SAVs translates into every second BMW sold in Canada being a light truck. With the upcoming launch of the completely redesigned BMW X5, we will have one of the youngest, most sought-after line-ups of performance SAVs.”



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“Despite the market shift to light trucks, the MINI brand continues to outperform the industry and set records with nearly 5,300 deliveries so far this year. The MINI Countryman and its plug-in hybrid sibling have led this sales success,” Blesse continued.

“Our strong commitment to electric mobility products, services and infrastructure is generating results. A record number of electrified vehicles have been delivered across the country. With the recent presentation of the BMW Vision iNEXT concept vehicle, we have provided a glimpse into our building blocks for the future, from which the entire company and all of its brands are set to benefit.”

**BMW.**

The BMW brand achieved a record September with 3,914 new units sold, an increase of +5.5% versus September, 2017. On the year, the BMW brand has delivered 29,737 new vehicles, an increase of +4.2% over 2017.



MINI.

MINI reported a best-ever September with sales of 721 units, an increase of +3.0% compared to September, 2017. Year-to-date, MINI has delivered 5,297 units, an increase of +2.1% over the same period last year, and the brand's best year-to-date achievement in its history.



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

	September 2018	September 2017	MTD % Change	YTD September 2018	YTD September 2017	YTD % Change
BMW Brand	3,914	3,709	+5.5%	29,737	28,532	+4.2%
BMW Passenger Cars	1,434	1,716	-16.4%	12,391	13,205	-6.2%
BMW Light Trucks	2,480	1,993	+24.4%	17,346	15,327	+13.2%
MINI Brand	721	700	+3.0%	5,297	5,188	+2.1%
TOTAL Group	4,635	4,409	+5.1%	35,034	33,720	+3.9%

Motorrad.

BMW Motorrad reported its best-ever September with 161 sales, an increase of +7.3% compared to September, 2017. Year-to-date, a total of 1,780 units have been sold, a slight decrease of -1.0% over the same period in 2017. The top performers in September were the R1200RT, K1600B, G310GS and K1600GTL.



Table 2: Motorcycle Sales BMW Group Canada, September 2018

	September 2018	September 2017	MTD % Change	YTD September 2018	YTD September 2017	YTD % Change
BMW Motorcycles	161	150	+7.3%	1,780	1,798	-1.0%



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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