

Media Information
November 1, 2018

BMW Group Canada October sales decrease -6.8%.**BMW brand sales decrease -7.4%%.****MINI brand sales decrease -3.9%.****BMW electrified sales increase +39% for the year.****BMW Motorrad sales increase +7.6%.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported October sales of 3,915 vehicles, a decrease of -6.8% compared to last October. Year-to-date, BMW Group Canada continues to deliver a record number of new vehicles with 38,949 deliveries through October, an increase of +2.7% versus the previous year.

BMW.

The BMW brand reported sales of 3,233 units in October, a decrease of -7.4% versus October, 2017. On the year, the BMW brand has delivered 32,970 new vehicles, representing an increase of +3.0% over 2017 and a best-ever result for the brand. Strong demand for the completely re-designed BMW Sports Activity Vehicle line-up continued in October, led by the BMW X3 and all-new BMW X4 with deliveries increasing +160% and +43% respectively. The BMW M sub-brand also produced an exceptional result with sales up +82% in October versus the same period last year.



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MINI.

The MINI brand reported sales of 682 units in October, a decrease of -3.9% versus October, 2017. The MINI brand achieved its best-ever year-to-date sales result with 5,979 units delivered, an increase of +1.4% over the same period last year. The MINI Countryman continued to garner the attention of Canadian consumers with an increase in sales of over +50% versus last year. The John Cooper Works performance sub-brand extended its momentum in October, with sales up +27% year-over-year.



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

	October 2018	October 2017	MTD % Change	YTD October 2018	YTD October 2017	YTD % Change
BMW Brand	3,233	3,490	-7.4%	32,970	32,022	3.0%
BMW Passenger Cars	1,247	1,234	1.1%	13,638	14,439	-5.5%
BMW Light Trucks	1,986	2,256	-12.0%	19,332	17,583	9.9%
MINI Brand	682	710	-3.9%	5,979	5,898	1.4%
TOTAL Group	3,915	4,200	-6.8%	38,949	37,920	2.7%

Motorrad.

BMW Motorrad reported its best-ever October with 141 sales, an increase of +7.6% compared to October, 2017. Year-to-date, a total of 1,921 units have been delivered, resulting in sales at similar levels to the previous year. The top sellers in October were the BMW R1200RT, BMW R1200GS and BMW K1600B.



Table 2: Motorcycle Sales BMW Group Canada, October 2018

	October 2018	October 2017	MTD % Change	YTD October 2018	YTD October 2017	YTD % Change
BMW Motorcycles	141	131	+7.6%	1,921	1,929	-0.4%



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

For more information, please contact:

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