



Media Information
December 3, 2018

BMW Group Canada achieves best-ever November +2.4%.

BMW brand sales increase +4.5%.

MINI brand sales decrease -9.5%.

BMW electrified sales increase +33% for the year.

BMW Motorrad sales decrease -26.8%.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported best-ever November sales of 4,225 vehicles, an increase of +2.4% compared to last November. Year-to-date, BMW Group Canada achieved a record November with 43,174 units delivered, an increase of +2.7% versus the previous year.

BMW.

The BMW brand reported best-ever November sales of 3,652 units, an increase of +4.5% versus November, 2017. On the year, the BMW brand has delivered 36,622 new vehicles resulting in an increase of +3.1% over 2017. As winter approaches, customer demand for the BMW Sports Activity Vehicle line-up continues. Led by the all-new BMW X5 and all-new BMW X4 with deliveries increasing +68% and +58% respectively. BMW M and M Performance branded vehicles delivered a strong performance with sales up +19% in November versus the same period last year.



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MINI.

The MINI brand reported sales of 573 units in November, a decrease of -9.5% versus November, 2017. The MINI brand achieved its best-ever year-to-date sales result with 6,552 units delivered, an increase of +0.3% over the same period last year. The John Cooper Works performance sub-brand reported outstanding results in November, with sales up +27% year-over-year.



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

	November 2018	November 2017	MTD % Change	YTD November 2018	YTD November 2017	YTD % Change
BMW Brand	3,652	3,494	4.5%	36,622	35,516	3.1%
BMW Passenger Cars	1,004	1,590	-36.9%	14,642	16,029	-8.7%
BMW Light Trucks	2,648	1,904	39.1%	21,980	19,487	12.8%
MINI Brand	573	633	-9.5%	6,552	6,531	0.3%
TOTAL Group	4,225	4,127	2.4%	43,174	42,047	2.7%

Motorrad.

BMW Motorrad reported 79 sales in November, a decrease of -26.8% compared to November, 2017. Year-to-date, a total of 2,000 units have been delivered resulting in a decrease of -1.8% versus the previous year. November saw the arrival of the highly anticipated new R1250GS, R1250GSA and R1250RT into retailer showrooms. The top sellers in November were the F800GSA, R1200RT, and R1200GS.



Table 2: Motorcycle Sales BMW Group Canada, November 2018

	November 2018	November 2017	MTD % Change	YTD November 2018	YTD November 2017	YTD % Change
BMW Motorcycles	79	108	-26.8%	2,000	2,037	-1.8%



Canada

Corporate Communications



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 50 BMW automobile retail centres, 22 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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