



Media Information
February 1, 2019

BMW Group Canada reports January 2019 sales.

- **Product offensive continues; four all-new models arrive in Q1.**
- **Electric vehicle sales increase +8%.**
- **Motorrad experiences double-digit growth to start the year.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 2,352 vehicles for the month of January. This result represents a decrease of -12% compared to 2018.

BMW.

The BMW brand delivered 2,088 new vehicles, a decrease of -12% compared to 2018. The [BMW X5 Sports Activity Vehicle](#) was a top sales performer in January, with deliveries increasing by +56% versus the previous year.



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BMW's product launch offensive is well underway, making brand-new models such as the X2 and X7, and completely revised models such as the [3 Series](#) and 5 Series available to Canadian consumers. After an absence of 20 years, the BMW 8 Series makes its highly-anticipated return in 2019, and first deliveries of the 8 Series Coupe have just begun. Rounding out the Q1 launch schedule is the BMW Z4, a modern addition to the BMW brand's long history of captivating roadsters. The product offensive will continue in 2019, with a refreshed flagship sedan – the [BMW 7 Series](#) – and other models being announced throughout the year.

MINI.

MINI presented 264 customers with a brand new vehicle in January, representing -12% fewer deliveries than in January, 2018. The most significant growth came from the high performance John Cooper Works models, which represented a 29% increase from the previous year.



Table 1: New Vehicle Sales BMW Group Canada, January 2019

| | January 2019 | January 2018 | % |
|--------------------|--------------|--------------|--------|
| BMW brand | 2,088 | 2,378 | -12.2% |
| BMW passenger cars | 552 | 811 | -31.9% |
| BMW light trucks | 1,536 | 1,567 | -2% |
| MINI brand | 264 | 301 | -12.3% |
| TOTAL Group | 2,352 | 2,679 | -12.2% |

Motorrad.

With an all-time record level of sales in 2018, BMW Motorrad had a solid start to a new riding year, delivering +10% more motorcycles compared to last January. The recently launched [BMW E750GS](#) was a top seller as customers begin planning their 2019 riding adventures.



Table 2: Motorcycle Sales BMW group Canada, January 2019

| | January 2019 | January 2018 | % |
|-----------------|--------------|--------------|------|
| BMW Motorcycles | 44 | 40 | +10% |

**BMW
GROUP**

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 50 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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