



Media Information
March 1, 2019

BMW Group Canada reports February 2019 sales.

- All-new BMW X5 sales increase +22% in 2019
- High Performance BMW M Models increase sales by +7.3%
- MINI John Cooper Works sub-brand increased sales +60%

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 2,665 vehicles for the month of February. This result represents a decrease of -15.9% compared to February, 2018.

BMW.

The BMW brand delivered 2,341 new vehicles in February, a decrease of -15.5% compared to 2018. BMW Sports Activity Vehicles were strong performers in February, with models such as the BMW X1 increasing deliveries by +21%. The luxurious and performance-based BMW 5 Series Sedan was delivered to +43% more customers this month versus February, 2018.

BMW's product launch offensive continues with this month's launch of the first-ever and highly anticipated BMW 8 Series Cabriolet, a low slung, aggressively styled, open top sports car delivering an impeccable four season driving experience.



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MINI.

MINI presented 324 customers with a brand new vehicle in February, representing -19% fewer deliveries than in February, 2018. Canadians' affinity for high performance MINI models propelled the John Cooper Works brand to a +60% increase in sales versus the previous year.



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

	February 2019	February 2018	YoY %	YTD February 2019	YTD February 2018	YoY %
BMW Brand	2,341	2,769	-15.5%	4,429	5,147	-13.9%
BMW Passenger Cars	678	993	-31.7%	1,230	1,804	-31.8%
BMW Light Trucks	1,663	1,776	-6.4%	3,199	3,343	-4.3%
MINI Brand	324	400	-19.0%	588	701	-16.1%
TOTAL Group	2,665	3,169	-15.9%	5,017	5,848	-14.2%

Motorrad.

With six motorcycle consumer shows in the first two months of the year, BMW Motorrad customers now have an excellent idea of how the new and improved product line-up will fit their summer riding needs. From the all-new BMW S1000RR, to the larger displacement boxers in the BMW R1250RT and BMW R1250GS, there has never been a better time to ride BMW.



Table 2: Motorcycle Sales BMW group Canada, February 2019

	February 2019	February 2018	YoY %	YTD February 2019	YTD February 2018	YoY %
BMW Motorcycles	85	107	-20.6%	129	147	-12.2



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

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