

Media Information

May 1, 2019

BMW Group Canada reports April, 2019 sales.

- **BMW delivers the best-ever single month of sales.**
- **MINI sales outperform the segment.**
- **The all-new BMW Z4 launches, continuing a 30-year Roadster history.**
- **BMW top luxury-model sales more than triple in April.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 4,650 vehicles for the month of April. This result represents a change of -0.3% compared to April, 2018.

BMW.

Demand for BMW branded cars has never been stronger in Canada with 4,059 new vehicles sold in April, representing an all-time record high. This best-ever result is attributed to the extensive new model launch offensive including the luxurious, seven passenger BMW X7 the motorsport-inspired [BMW 8 Series Coupé](#), and the car that created a segment, the seventh generation BMW 3 Series sedan.



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MINI.

Despite the automotive consumer increasingly researching light trucks, the MINI brand continues to capture the interest of Canadians with over 590 new cars delivered in April. MINI's high-performance sub-brand, John Cooper Works, remains extremely desirable with an increase in sales of +54% versus the previous year.



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

	April 2019	April 2018	MTD %	YTD April 2019	YTD April 2018	YTD %
BMW Brand	4,059	4,020	1.0%	11,575	12,230	-5.4%
BMW Passenger Cars	1,511	1,704	-11.3%	3,678	5,029	-26.9%
BMW Light Trucks	2,548	2,316	10.0%	7,897	7,201	9.7%
SAV Share	62.8%	57.6%		68.2%	58.9%	
MINI Brand	591	642	-7.9%	1,730	1,899	-8.9%

Motorrad.

BMW Motorrad delivered 207 new motorcycles in April. Across the country, BMW riders are eagerly waiting for the season to begin and to start taking delivery of their new BMW motorcycles. With highly anticipated new models arriving, such as the [R1250RT](#), demand for BMW motorcycles continues to be high.



Table 2: Motorcycle Sales BMW group Canada, April 2019

	April 2019	April 2018	MTD %	YTD April 2019	YTD April 2018	YTD %
BMW Motorcycles	207	264	-21.6%	527	637	-17.3%



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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