

Media Information

June 3, 2019

BMW Group Canada reports May, 2019 sales.

- **BMW passenger car sales increase +3.8%.**
- **All-time record month-of sales for the high performance sub-brand BMW M.**
- **BMW top luxury-model sales more than quadruple in May.**
- **MINI John Cooper Works sales increase +10%.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 4,492 vehicles for the month of May. This result represents a change of -5.4% compared to May, 2018.

BMW.

The high-performance sub-brand BMW M increased deliveries by +29% in May vs. the previous year. New entrants such as the BMW M850i Coupe and BMW M850i Cabriolet are proving to be highly desirable. Additionally, the brand-new BMW M340i sedan performed very well in its debut sales month.

These results coincide with the National M Power Tour, which allows prospects to test-drive coveted BMW M Models of their preference prior to purchase at participating BMW retailers. Interest in BMW M will remain high with over 1,500 tickets already sold to the first ever [BMW M Festival](#) in Ontario this July.



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MINI.

Following an all-time record sales month in the previous year, MINI returned in May 2019 with another strong month of sales delivering 689 new cars to customers in Canada. Buyers continue to seek out high performance models within the John Cooper Works line-up, which was a top seller in May up +10%. On the electrification side, the MINI Cooper SE Countryman plug-in hybrid electric vehicle increased sales by +140% representing the best month of electrified sales for the brand.



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

	May 2019	May 2018	YoY %	YTD May 2019	YTD May 2018	YoY %
BMW Brand	3,803	3,886	-2.1%	15,378	16,116	-4.6%
BMW Passenger Cars	1,715	1,653	3.8%	5,393	6,682	-19.3%
BMW Light Trucks	2,088	2,233	-6.5%	9,985	9,434	5.8%
SAV Share	54.9%	57.5%		64.9%	58.5%	
MINI Brand	689	861	-20.0%	2,419	2,760	-12.4%
TOTAL Group	4,492	4,747	-5.4%	17,797	18,876	-5.7%

Motorrad.

BMW Motorrad delivered 300 new motorcycles in May. More and more potential customers are experiencing BMW motorcycles on the spring test-ride program which continues through Ottawa and the Eastern region of the country in June. This will undoubtedly increase demand for the new BMW R1250GS and the BMW 750GS, both top selling models in May.



Table 2: Motorcycle Sales BMW group Canada, May 2019

	May 2019	May 2018	YoY %	YTD May 2019	YTD May 2018	YoY%
BMW Motorcycles	300	330	-9.1%	827	967	-14.5%



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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