

**Media Information**

July 3, 2019

**BMW Group Canada reports June, 2019 sales.**

- **BMW top luxury-model sales increased by +189% in June.**
- **MINI John Cooper Works sales increase over +70%.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 3,625 vehicles for the month of June. This result represents a change of -15.7% compared to June, 2018.

"Our June results reconfirm that Strategy NUMBER ONE > NEXT is delivering the products and services Canadians want to purchase," commented Hans Blesse, President and CEO of BMW Group Canada. "Our Sports Activity Vehicle share grew +7% lead by BMW X3 deliveries increasing +14%. Our strong group of retailers - who are committed to servicing our customers with the products they desire - is the reason our BMW and MINI brands are outperforming their respective segments."

"Excitingly, this July in Ontario, the largest gathering of BMW enthusiasts will take place at the first Canadian [BMW M Festival](#). Over 3,000 fans will meet outside of Toronto to experience our most dynamic cars doing what they do best, performing in a track environment. This only reinforces how BMW is more than just a brand; we are a family of passionate drivers," concluded Blesse.



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**BMW.**

The BMW brand reported 3,127 sales in June, representing a decrease of -15.6% compared to June, 2018. Vehicles in the top luxury segment, led by the all-new BMW 8 Series Coupe and Convertible and the BMW X7, have sales in this segment tripling versus the previous year.



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## **MINI.**

The MINI brand delivered 498 units in June, resulting in a decrease of -16.2% compared to June, 2018. The highly dynamic John Cooper Works sub-brand continues to attract Canadian performance enthusiasts with sales increasing +78% in June.



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

	June 2019	June 2018	YoY %	YTD June 2019	YTD June 2018	YoY %
BMW Brand	3,127	3,707	-15.6%	18,505	19,823	-6.6%
BMW Passenger Cars	1,175	1,653	-28.9%	6,568	8,335	-21.2%
BMW Light Trucks	1,952	2,054	-5.0%	11,937	11,488	3.9%
SAV Share	62.4%	55.4%		64.5%	58.0%	
MINI Brand	498	594	-16.2%	2,917	3,354	-13.0%
<b>TOTAL Group</b>	<b>3,625</b>	<b>4,301</b>	<b>-15.7%</b>	<b>21,422</b>	<b>23,177</b>	<b>-7.6%</b>

## Motorrad.

BMW Motorrad delivered 208 new motorcycles in June, a decrease of -17.8% as compared to June, 2018. On the year, a total of 1,035 units has been reported, a decrease of -15.2% over the same period last year. The top selling models in June were the R1250GSA, R1250GS and F750GS. Looking ahead, deliveries of the highly sought after BMW S1000RR commence in July.





Table 2: Motorcycle Sales BMW Group Canada, June 2019

	<b>June 2019</b>	<b>June 2018</b>	<b>YoY %</b>	<b>YTD June 2019</b>	<b>YTD June 2018</b>	<b>YoY %</b>
BMW Motorcycles	208	253	-17.8%	1,035	1,220	-15.2%

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

**For more information, please contact:**

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