

Media Information

August 1, 2019

BMW Group Canada reports July, 2019 sales.

- **BMW Sport Activity Vehicle sales drive growth.**
- **Performance sub-brand BMW M increases deliveries by +15%.**
- **MINI John Cooper Works sales increase by +56%.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 3,322 vehicles for the month of July. This result represents an increase of +0.5% compared to July, 2018.

BMW.

The BMW brand reported 2,722 sales in July, representing an increase of +0.4% compared to July, 2018. Vehicles in the top luxury segment, led by the all-new, full sized BMW X7, have sales in this segment increasing seven fold versus the previous year. Customer feedback on the re-designed BMW 7 Series sedan have been very positive with deliveries increasing +54% in July.



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Interest in the high performance sub-brand, BMW M, has never been greater. Over 3,800 customers and fans attended the first-ever North American BMW M Festival outside of Toronto last month. This passionate community of customers continued to grow in July with +15% more M vehicle deliveries vs. the previous year.



MINI.

The MINI brand delivered 600 units in July, resulting in an increase of +0.7% compared to July, 2018. The emotionally charged John Cooper Works sub-brand continues to engage performance enthusiasts with sales increasing +56% in July. MINI Convertible deliveries also contributed to the strong sales month increasing by +27% vs. the previous year.



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

	July 2019	July 2018	YoY %	YTD July 2019	YTD July 2018	YoY %
BMW Brand	2,722	2,711	0.4%	21,227	22,534	-5.8%
BMW Passenger Cars	770	1,269	-39.3%	9,290	9,604	-3.3%
BMW Light Trucks	1,952	1,442	35.4%	11,937	12,930	-7.7%
SAV Share	71.7%	53.2%	18.5%	56.2%	57.4%	-1.1%
MINI Brand	600	596	0.7%	3,517	3,950	-11.0%
TOTAL Group	3,322	3,307	0.5%	24,744	26,484	-6.6%

Motorrad.

BMW Motorrad delivered 172 units in July, a decrease of -20% as compared to July, 2018. The top selling models were the BMW R1250GS, BMW R1250RT, BMW R1250GS Adventure and BMW G310GS.



Table 2: Motorcycle Sales BMW Group Canada, July 2019

	July 2019	July 2018	YoY %	YTD July 2019	YTD July 2018	YoY %
BMW Motorcycles	172	215	-20%	1,207	1,435	-15.9%

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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.

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