

**Media Information**

October 1, 2019

BMW Group Canada reports September, 2019 sales.

- **BMW new car deliveries increase +1.1%**
- **BMW electrified sales grow by +12.1%**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 4,601 vehicles for the month of September.

“The growth we’ve experienced in key segments of the market has the company and our valued retail partners confident for future business performance,” commented Hans Blesse, President and CEO, BMW Group Canada.

“The largest product launch offensive in our history has BMW strategically positioned in the highly competitive Sports Activity Vehicle segment, where our share of total sales rose to 65% in the first three quarters of this year, representing an increase of +7% over 2018,” Blesse continued.



BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Internet
www.bmw.ca
www.mini.ca

**BMW
GROUP**

Canada

Corporate Communications



“The top luxury models in our product portfolio are also driving volume growth. The redesigned BMW 7 Series, for example, increased deliveries by +16% in September.”



“The brands BMW M and BMW i are also experiencing growth at +25% and +12.1% respectively for the month. This demonstrates that the premium customer remains interested in both high-performance vehicles and electromobility.”



**BMW
GROUP**

Canada

Corporate Communications



“As we shift our focus to the final quarter of 2019, I’m pleased to communicate the continuation of new model introductions. Highly emotional vehicles will come to market lead by the BMW M8 Coupe and Cabriolet, the BMW X6 Sports Activity Coupe, and the greatly anticipated MINI John Cooper Works Clubman with over 300 horsepower.”



“At BMW Group, we believe in the power of choice, and there simply has never been more choice for our customers,” concluded Blesse.

**BMW
GROUP**

Canada

Corporate Communications



BMW.

The BMW brand reported 3,959 sales in September, representing an increase of +1.1% compared to September, 2018. The all-new BMW 3 Series sedan confirmed that automotive enthusiasts remain interested in driving high-performance, four-door sedans with customer deliveries increasing +21.4% in September.



MINI.

The MINI brand delivered 642 units in September. Despite a consumer shift to large utility vehicles, the MINI 5 door hatch increased customer deliveries by +16.2% in September. The MINI owner community will meet this month in Ontario for the fifth edition of MINI Invasion, the largest owner gathering in the country. Customers and fans will be able to experience all things MINI, see first-hand the 100% electric MINI Cooper SE, and experience the power of MINI where it shines brightest – on the track.



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

	September 2019	September 2018	YoY %	YTD September 2019	YTD September 2018	YoY %
BMW Brand	3,959	3,914	1.1%	28,209	29,737	-5.1%
BMW Passenger Cars	1,357	1,434	-5.4%	9,792	12,391	-21.0%
BMW Light Trucks	2,602	2,480	4.9%	18,417	17,346	6.2%
MINI Brand	642	721	-11%	4,655	5,297	-12.1%
TOTAL Group	4,601	4,635	-0.7%	32,864	35,034	-6.2%

Motorrad.

BMW Motorrad translated a comprehensive riding season – which saw over 2,000 test-rides completed with 36 motorcycles across the country – into 135 new motorcycle deliveries in September. Models attracting the Canadian consumer were the BMW R1250GS, BMW R1250GS Adventure, BMW S1000RR and the BMW R1250RT.





Table 2: Motorcycle Sales BMW Group Canada, September 2019

	September 2019	September 2018	YoY %	YTD September 2019	YTD September 2018	YoY %
BMW Motorcycles	135	161	-16.2%	1,537	1,780	-13.7%

-30-

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:

Marc Belcourt, Director, Corporate Communications
BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

Barb Pitblado, Manager, Corporate Communications
BMW Group Canada
905-428-5005 / barb.pitblado@bmwgroup.ca