

Media Information

November 1, 2019

BMW Group Canada reports October, 2019 sales.

- Performance brand **BMW M** increases deliveries by **+25%**.
- **BMW** electric vehicle sales grow by **+9%**.

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 3,644 vehicles for the month of October.

BMW.

The BMW brand reported 3,086 sales in October. The brand's extensive portfolio of sports activity models drove the largest sales increases for October. Deliveries of the BMW X3 Sports Activity Vehicle and BMW X4 Sports Activity Coupe increased by +32% and +58% respectively. The BMW i brand, led by the BMW i3 and BMW i8 models, more than doubled electrified sales in October.



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

MINI.

The MINI brand delivered 558 units in October. Several of those new customers joined in as the MINI owner community gathered in record numbers for the fifth edition of MINI Invasion, the largest MINI owner gathering in Canada. Customers and fans experienced all things MINI, including a sneak peek at the 100 per cent electric MINI Cooper SE. Enthusiasts were also treated to acceleration experiences on-track in the all-new MINI John Cooper Works models with 301 horsepower. The John Cooper Works brand continues to outperform the industry with sales increasing +15% this year.

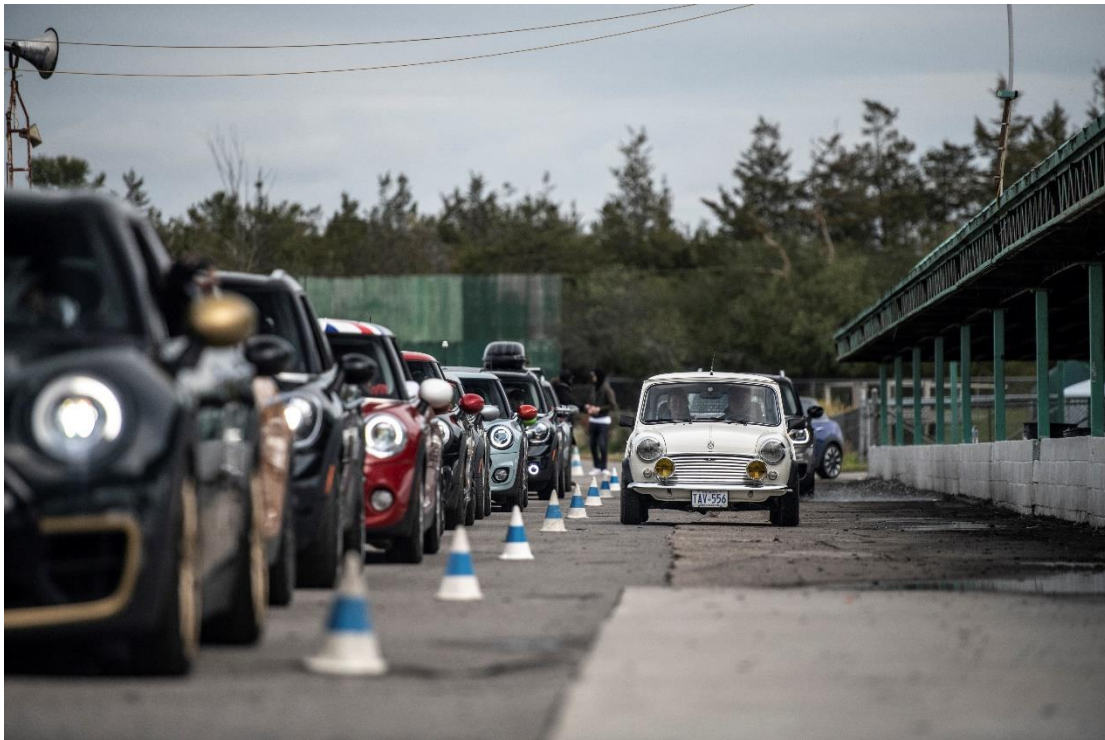


Table 1: New Vehicle Sales BMW Group Canada, October 2019

	October 2019	October 2018	YoY %	YTD October 2019	YTD October 2018	YoY %
BMW Brand	3,086	3,233	-4.5%	31,295	32,970	-5.1%
BMW Passenger Cars	929	1,247	-25.5%	10,721	13,638	-21.4%
BMW Light Trucks	2,157	1,986	8.6%	20,574	19,332	6.4%
MINI Brand	558	682	-18.2%	5,213	5,979	-12.8%
TOTAL Group	3,644	3,915	-6.9%	36,508	38,949	-6.3%

Motorrad.

BMW Motorrad reported sales of 91 units in October. Year-to-date, a total of 1,628 units have been delivered to Canadian customers. BMW Motorrad owners and fans now shift their focus to the world's premier motorcycle event, EICMA in Milan, Italy, where BMW Motorrad will feature the world-premiere four all-new models.



Table 2: Motorcycle Sales BMW Group Canada, October 2019

	October 2019	October 2018	YoY %	YTD October 2019	YTD October 2018	YoY %
BMW Motorcycles	91	141	-35.5%	1,628	1,921	-15.3%

-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