

Media Information

January 3, 2020

BMW Group Canada reports December, 2019 sales.

- **BMW M deliveries increase +25% in December.**
- **All-electric MINI Cooper SE launch edition sells out.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 2,543 vehicles for the month of December, representing a variance of -9.3% versus 2018. A total of 42,636 units have been sold year-to-date.

“Despite a challenging year for the automotive industry as a whole, the BMW Group’s product offensive is proving to be well aligned with industry trends and evolving consumer demands,” commented Michael Ferreira, National Sales Director for BMW Group Canada. “Since the beginning of 2018, the BMW Group has launched over 40 new and revised models. From the full-sized, three-row, luxurious BMW X7 to the BMW 3 Series Sedan – the car that created the sport sedan segment over 40 years ago – the BMW Group is committed to delivering the power of choice to the Canadian consumer. A growing product portfolio of powerful, efficient and electrified vehicles combined with a highly dedicated network of retailers put BMW in an advantageous position to meet the needs of Canadians in 2020.”



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.

The BMW brand reported 2,181 sales, representing a decrease of -9.5% over December, 2018. A total of 36,658 units were delivered in 2019. The highest performing category for BMW was the top-luxury segment led by the BMW 8 Series Coupe and Cabriolet and the BMW X7, with sales more than doubling in 2019 compared to the previous year. In addition, a comprehensive range of Sports Activity Vehicles resulted in segment sales growth of +5.6% for the brand in 2019.



MINI.

The MINI brand delivered 362 vehicles in December, resulting in a decrease of -7.9% compared to December, 2018. In 2019, MINI sold a total of 5,978 new cars. Anticipation for the fully-electric MINI Cooper SE launch this March is extremely high; the exclusive MINI Cooper SE First Edition commenced pre-ordering in December, and 100% of available vehicles have already been reserved by customers.



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

	December 2019	December 2018	YoY %	YTD December 2019	YTD December 2018	YoY %
BMW Brand	2,181	2,411	-9.5%	36,658	39,033	-6.1%
BMW Passenger Cars	617	685	-9.9%	12,327	15,327	-19.6%
BMW Light Trucks	1,564	1,726	-9.4%	24,331	23,706	2.6%
MINI Brand	362	393	-7.9%	5,978	6,945	-13.9%
TOTAL Group	2,543	2,804	-9.3%	42,636	45,978	-7.3%

Motorrad.

BMW Motorrad reported sales of 52 units in December, representing a decrease of -70.8% over December, 2018. Year-to-date, a total of 1,737 units have been delivered to Canadian customers. Riders have already started to shift their focus into 2020 with highly emotional motorcycles coming to Canada such as the all-new BMW F 900 XR.



Table 2: Motorcycle Sales BMW Group Canada, December 2019

	December 2019	December 2018	YoY %	YTD December 2019	YTD December 2018	YoY %
BMW Motorcycles	52	178	-70.8%	1,737	2,178	-20.3%



-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 51 BMW automobile retail centres, 22 BMW motorcycle retailers, and 31 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