

Media Information

July 2, 2020

BMW Group Canada reports Q2 2020 sales results.

Richmond Hill, ON. BMW Group Canada announced today Q2 2020 sales results for the BMW and MINI brands. Total Group sales for the quarter were 6,901 units, a 45.9% decrease from the second quarter of 2019. For the first-half sales period ending June 30, BMW Group sales totaled 12,907 vehicles, a decrease of 39.7% versus the 21,422 vehicles sold in the same period last year.

“On behalf of the entire team at BMW Group Canada, I am extremely proud of how well our retail partners have, and are, handling these complex operating conditions,” commented Reiner Braun, President and CEO of BMW Group Canada. “The company acted rapidly and decisively in response to COVID-19 to support retailers navigating through this difficult time, and to address our customers’ mobility needs and safety. Innovative programs such as contactless servicing and digital shopping solutions ranging from virtual product presentations to chat-now functions on our websites were implemented swiftly. It is easy to understand how business performance has been impacted over the past three months, however, I’m very encouraged to see how the hard work and commitment of our associates and retail partners have translated into a positive sales trend and growth over the last three months. With exciting new products such as the 2 Series Gran Coupe and the recently launched all-electric MINI, I’m confident the positive results our retailers are delivering will only continue,” concluded Mr. Braun.



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a BMW Group Company

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**BMW.**

The BMW brand reported 5,961 sales in the second quarter, representing a decrease of -45.8% compared to 2019.

MINI.

The MINI brand delivered 940 units in the second quarter, resulting in a decrease of -47.1% compared to 2019.

Table 1: New Vehicle Sales BMW Group Canada, 2020

	Q2 2020	Q2 2019	YoY %	YTD 2020	YTD 2019	YoY %
BMW Brand	5,961	10,989	-45.8%	11,245	18,505	-39.2%
BMW Passenger Cars	1,949	4,401	-55.7%	3,596	6,568	-45.2%
BMW Light Trucks	4,012	6,588	-39.1%	7,649	11,937	-35.9%
MINI Brand	940	1,778	-47.1%	1,662	2,917	-43.0%
TOTAL Group	6,901	12,767	-45.9%	12,907	21,422	-39.7%

Motorrad.

BMW Motorrad delivered 583 new motorcycles in the second quarter, a decrease of -18.5% compared to 2019. On the year, a total of 845 units has been reported, a decrease of -18.4% over the same period last year.

Table 2: Motorcycle Sales BMW Group Canada, June 2020

	Q2 2020	Q2 2019	YoY %	YTD 2020	YTD 2019	YoY %
BMW Motorcycles	583	715	-18.5%	845	1,035	-18.4%

**BMW
GROUP**

Canada

Corporate Communications



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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 51 BMW automobile retail centres, 22 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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