

Media InformationOctober 1st, 2020**BMW Group Canada reports Q3 2020 sales results.**

Richmond Hill, ON. BMW Group Canada announced today Q3 2020 sales results for the BMW and MINI brands. Total Group sales for the quarter were 8,770 units, representing a -23.4% decrease from the third quarter of 2019. For the full-year sales period ending September 30th, 2020, BMW Group sales totaled 21,677 vehicles, a decrease of -34.0% versus the 32,864 vehicles sold over the same period last year.

“Automotive sales across the country continue to be negatively impacted in this current environment,” commented Reiner Braun, President & CEO, BMW Group Canada. “As many of us search for positive trends during these challenging times, I am pleased to share that our retail partners have done an excellent job maintaining, and in some cases enhancing the premium customer experience we continually strive to deliver. A sincere thank you to our retailer partners for their commitment and creativity in supporting our customers’ mobility requirements. The second trend we are experiencing is continued strong demand for models such as our Sports Activity Vehicles, including the BMW X4 and BMW X6. Additionally, highly emotional models ranging from our M Performance division to our electrified vehicles – such as the new, fully-electric MINI Cooper S E 3 door – are performing very well and bringing new customers into showrooms. I have no doubt this will continue as we bring new models to Canada, such as the all-new BMW 4 Series with its rich history of redefining driving pleasure in the sport coupe segment. The final trend I’m encouraged by is our retailers’ ability to continue servicing our customers’ mobility needs in a premium manner, regardless of the challenges we may face going forward,” concluded Mr. Braun.



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BMW.

The BMW brand reported 7,269 sales in the third quarter, representing a decrease of -25.1% compared to Q3 2019.

MINI.

The MINI brand delivered 1,501 units in the third quarter, resulting in a decrease of -13.6% compared to Q3 2019.

Table 1: New Vehicle Sales BMW Group Canada

| | Q3 2020 | Q3 2019 | YoY % | YTD Q3 2020 | YTD Q3 2019 | YoY % |
|--------------------|--------------|---------------|---------------|---------------|---------------|---------------|
| BMW Brand | 7,269 | 9,704 | -25.1% | 18,514 | 28,209 | -34.4% |
| BMW Passenger Cars | 2,339 | 3,224 | -27.5% | 5,935 | 9,792 | -39.4% |
| BMW Light Trucks | 4,930 | 6,480 | -23.9% | 12,579 | 18,417 | -31.7% |
| MINI Brand | 1,501 | 1,738 | -13.6% | 3,163 | 4,655 | -32.1% |
| TOTAL Group | 8,770 | 11,442 | -23.4% | 21,677 | 32,864 | -34.0% |

Motorrad.

BMW Motorrad delivered 585 new motorcycles in the third quarter, an increase of +16.5% compared to 2019. On the year, a total of 1,430 units have been reported, a decrease of -7.0% over the same period last year.

Table 2: Motorcycle Sales BMW Group Canada

| | Q3 2020 | Q3 2019 | YoY % | YTD Q3 2020 | YTD Q3 2019 | YoY % |
|-----------------|---------|---------|--------|-------------|-------------|-------|
| BMW Motorcycles | 585 | 502 | +16.5% | 1,430 | 1,537 | -7.0% |



Canada

Corporate Communications



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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