

**Media Information**

January 5, 2020

BMW Group Canada reports Q4 and 2020 annual sales results.

- **Positive sales momentum in key segments**
- **BMW electrified vehicle sales increase 65% in fourth quarter**
- **BMW M brand sales grow 16% in Q4**
- **MINI John Cooper Works sales increase 5% in final quarter**
- **BMW Motorrad Q4 sales 21% higher vs. prior year**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 8,191 vehicles for the final quarter of 2020. A total of 29,868 units were delivered to Canadian customers in 2020.

“Reflecting on a challenging year for all of us, I’m focussed on our customers. I would like to thank all of them for their continued support, and for placing their trust in BMW Group Canada and our retail partners across the country throughout this turbulent year,” commented Reiner Braun, president and CEO, BMW Group Canada. “I’m also focussed on our retailers. Together, we transformed and digitalized the customer journey and ownership experience. We quickly developed and deployed smart, innovative tools to support our customers’ mobility requirements through new programs such as limited contact servicing, virtual showrooms and remote deliveries. A sincere thank you to our entire retail network for their customer-centric approach and, in many cases, for enhancing the premium customer experience BMW is renowned for,” added Braun. “The cooperation from our retailers, combined with the many measures implemented, generated a year-end result which, though short of expectations from when the year began, was an understandable one. Looking ahead, I am encouraged by the positive momentum we experienced through the final quarter in key areas of the business.”

“Now, as we move into a new year, we will build on and leverage the learnings, innovations and strong customer focus we established in 2020,” continued Braun. “And without question we will continue to deliver the ultimate in modern luxury: the power of choice. Wherever the market travels in 2021, our customers will have the ideal vehicle for their needs. This new year, we will welcome

the highly emotional and much anticipated BMW M3 Sedan and M4 Coupe, the electromobility flagship – the BMW iX – and the fully electric BMW i4, a significant redesign in both style and technology for the vast majority of the MINI lineup, and the first-ever M-branded high-performance motorcycle. No other premium automotive manufacturer can offer as much choice as the BMW Group,” concluded Braun.



BMW.

The BMW brand reported 6,979 new vehicle sales in the fourth quarter of 2020. A total of 25,493 units were delivered throughout 2020. Sports Activity Vehicles and performance coupes have always been strong performers for the BMW brand; in 2020, consumers confirmed their interest in

these vehicle concepts with the new BMW X6 selling 68% more units versus the previous year and the dynamic BMW 8 Series Coupe more than doubling sales. The concept of delivering consumers the power to choose which vehicle concept best serves their needs is proving to be a successful one, with high performance M brand sales increasing 16% in the final quarter of 2020 and BMW electrified sales increasing 65% over the same period.



MINI.

The MINI brand delivered 1,212 vehicles in the last quarter of the year. In 2020, MINI delivered a total of 4,375 new cars to customer across the country. The MINI brand and their retailers took great pleasure in delivering Canadians truly exciting models in 2020, such as the fully-electric MINI Cooper S E and the limited edition, third generation MINI John Cooper Works GP.



	Q4 2020	Q4 2019	YoY %	YTD Q4 2020	YTD Q4 2019	YoY %
BMW Brand	6,979	8,449	-17.4%	25,493	36,658	-30.5%
BMW Passenger Cars	2,268	2,535	-10.5%	8,203	12,327	-33.5%
BMW Light Trucks	4,711	5,914	-20.3%	17,290	24,331	-28.9%
MINI Brand	1,212	1,323	-8.4%	4,375	5,978	-26.8%
TOTAL Group	8,191	9,772	-16.2%	29,868	42,636	-29.9%

Table 1: New Vehicle Sales BMW Group Canada, 2020

Motorrad.

BMW Motorrad reported sales of 241 units in the final quarter of 2020, representing the strong demand for premium, two-wheel adventures. In 2020, a total of 1,671 motorcycles were delivered

to customers across Canada. The iconic and historic aesthetic of the BMW R18 was one of the highlights in 2020, with customers reacting positively to its impressive presence and large displacement boxer engine. Riders are now shifting their focus into 2021, and their anticipation for highly emotional motorcycles will be met as the first-ever M badged motorcycle comes to Canada, the BMW M 1000 RR.



	Q4 2020	Q4 2019	YoY %	Full year 2020	Full year 2019	YoY %
BMW Motorcycles	241	200	+20.5%	1,671	1,737	-3.8%

Table 2: Motorcycle Sales BMW Group Canada, December 2020



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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, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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