



Media Advisory

April 1, 2021

BMW Group Canada reports Q1 2021 sales results; posts record increases in sale of electrified variants.

- **Positive sales momentum to start the year offers signs of recovery**
- **Electric vehicle sales at record levels, up over 300 per cent**
- **Record-breaking performance for BMW M brand**
- **MINI sales up nearly 20 per cent**
- **BMW Motorrad enjoys strong quarter entering key selling season**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 6,866 vehicles for the first quarter of 2021. This figure represents an increase of 14.3 percent compared to the same period last year.

“Even with the continued volatility and varying regional restrictions in which our retailers and consumers were operating, the first quarter of 2021 was a positive one for the BMW Group in Canada,” commented Reiner Braun, President and CEO of BMW Group Canada. “The positive momentum with which we closed 2020 has continued into the first quarter of 2021. The innovative programs our retail partners implemented last year to address the operational challenges posed by the pandemic continue to pay dividends and provide our customers a premium experience with our brands.”

“Our customers remain a core target for us in 2021,” shared Braun. “Innovative, digital programs such as remote deliveries, contactless service, virtual auto shows and product walk-arounds – programs that focus on serving our customers how and when they want – are translating into strong sales performance in key segments of the business. From plug-in hybrid-electric vehicles such as the BMW X5 45e, to the highly-emotional, performance-focused BMW M brand, we are well positioned for growth in the Canadian premium segment.”

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“The BMW Group has announced ambitious growth targets in the areas of electromobility and CO2 reduction,” continued Braun. “By 2025, deliveries of fully-electric models will have grown by an average of well over 50 percent annually – more than tenfold compared to 2020. This will result in the BMW Group delivering roughly two million fully-electric vehicles to customers worldwide by the end of 2025. And this will include plug-in models perfectly designed for Canadians, such as the fully-electric BMW iX,” concluded Reiner Braun.



BMW.

The BMW brand reported 6,003 new vehicle sales in the first quarter of 2021, an increase of 13.6 per cent compared to the first quarter of 2020. Sales of electrified BMW models were at all-time highs, surpassing Q1 2020 volumes of purely-electric and plug-in hybrid BMW models by nearly 350 per cent. This record increase was supported in large part by sales of the BMW X3 30e and X5 45e Sports Activity Vehicles and the BMW 330e Sedan. Canadians have additional purely-electric models to look forward to from the premium brand with the upcoming launches of the all-new BMW iX and BMW i4.

The BMW 2 Series and 8 Series were also contributors to this increase, showing a 207 and 63 per cent volume improvement respectively, compared to the same period in 2020. Also supporting this growth was BMW M. Driven by the launch of the all-new BMW M3 and M4, BMW M sales were up

68 per cent compared to the same period in 2020. More than 23 per cent of all BMW vehicles sold in the first quarter sported an M badge.



MINI.

MINI reported sales of 863 units for the first quarter of 2021, an increase of 19.5 per cent over the first quarter of 2020. Perennial favourites lead the charge for the MINI brand in the first quarter of the year, with sales of the MINI 3 door and 5 door up 78.1 and 48.9 per cent respectively. This year, MINI will see those models, as well as the MINI Convertible, enjoy a refresh for the 2022 model year.



	Q1 2021	Q1 2020	YoY %	YTD Q1 2021	YTD Q1 2020	YoY %
BMW Brand	6,003	5,284	13.6%	6,003	5,284	13.6%
BMW Passenger Cars	2,276	1,647	38.2%	2,276	1,647	38.2%
BMW Light Trucks	3,727	3,637	2.5%	3,727	3,637	2.5%
MINI Brand	863	722	19.5%	863	722	19.5%
TOTAL Group	6,886	6,006	14.3%	6,886	6,006	14.3%

Table 1: New Vehicle Sales BMW Group Canada, 2021

Motorrad.

BMW Motorrad reported year-to-date sales of 352 units for the first quarter of 2021. Popular models included the S 1000 RR, the R 1250 GS and the R 1250 GS Adventure. With an increase of 34.4 per cent over the same period in 2020, the brand is in a strong position moving into the key spring selling season. And that season will begin filled with excitement, as the arrival of BMW Motorrad's first-ever BMW M product, the M 1000 RR, begins. Already a huge hit, the high-performance model is sold out until the fall of 2021.



	Q1 2021	Q1 2020	YoY %	YTD Q1 2021	YTD Q1 2020	YoY %
BMW Motorcycles	352	262	34.4%	352	262	34.4%

Table 2: Motorcycle Sales BMW Group Canada, Q1 2021

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



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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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