

**Media Advisory**October 1<sup>st</sup>, 2021**BMW Group Canada reports Q3 2021 sales results.**

- **Positive sales momentum continues through third quarter of 2021**
- **Record high electric vehicle sales increase more than six-fold**
- **BMW M sales increase more than 14 per cent**
- **BMW Motorrad reports 15.6 per cent year-over-year increase**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported sales of 9,390 vehicles for the third quarter of 2021. This figure represents an increase of 7.1% per cent compared to the same period last year. Year-to-date, BMW Group Canada has sold 26,702 units, up 23.2% per cent year-over-year.

“I’m very proud of how our organization, along with our valued retail partners, have successfully navigated the challenging first three quarters of 2021,” commented Reiner Braun, President and CEO of BMW Group Canada.

“Initiatives we’ve collaborated on with our retail network and our Financial Services partners – such as the MyBMW App and MINI App, which allow our customers to intuitively engage with our brand, their vehicle and their retailer from the convenience of their phone – are benefiting both our retailers and our customers. These innovations are generating positive momentum across the country. From new and pre-owned sales, to increases in customer satisfaction scores, we are experiencing pre-pandemic levels of performance and, in many cases, exceeding our previous achievements in the core business measures. For example, our M Performance brand sales are at an all-time high and represent the largest percentage of our total new car sales globally for the BMW Group. Also setting all-time sales records are our electrified vehicles. With a portfolio of eight unique models, led by the BMW X5 xDrive45e plug-in hybrid, our EV sales have increased six and half times versus the previous year.”

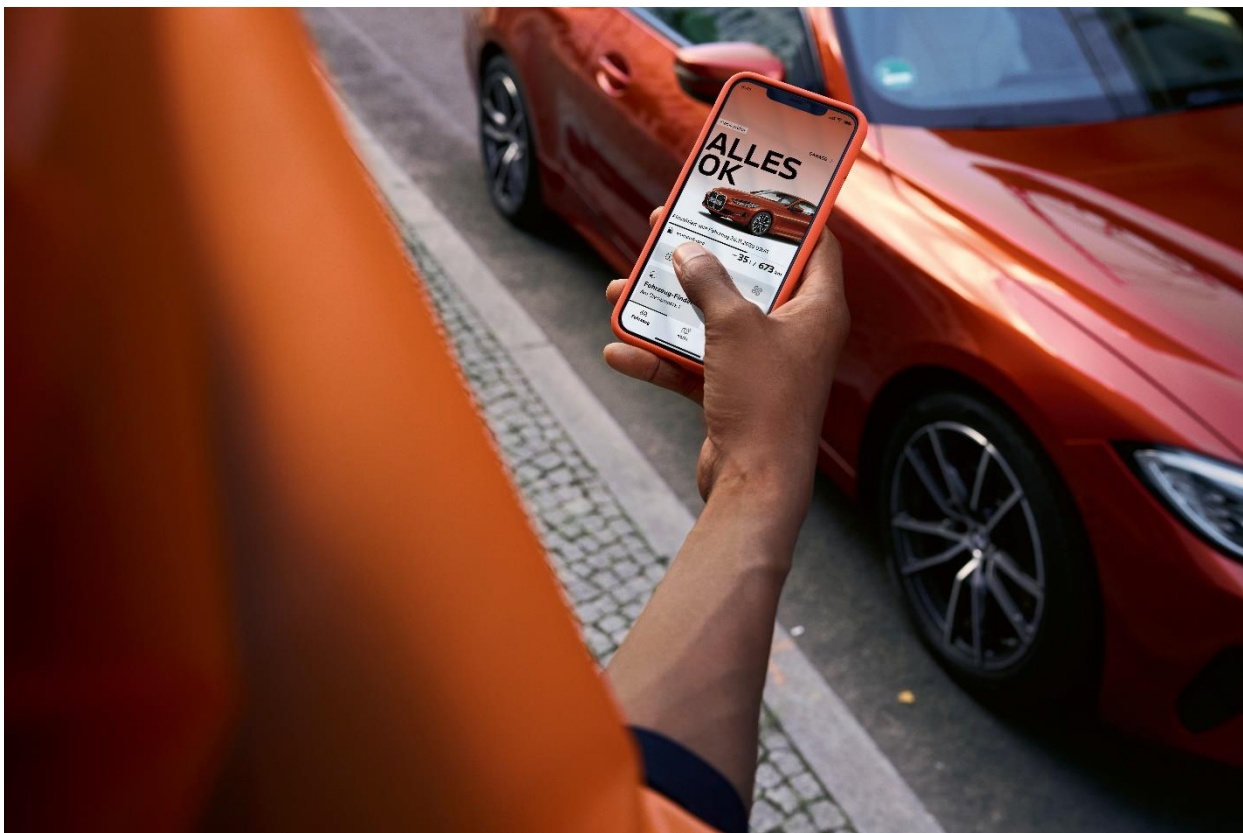
BMW Canada Inc.  
a BMW Group Company

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](http://www.bmw.ca)  
[www.mini.ca](http://www.mini.ca)



“Globally, The BMW Group has made substantial investments into electromobility and has self-imposed some of the most stringent sustainability targets in the premium automotive segment as we strive to build the greenest premium car. This will have a positive impact for the Canadian market as we prepare the retail network and our customers for an expanding portfolio of electric products and services.”

“The next milestone for Canadians will be the arrival of the fully-electric BMW i4 and BMW iX. With Canadian media recently reporting on both vehicles’ new level of driving dynamics, appealing aesthetic, and ranges of up to 475 kilometres, it’s not surprising Canadians have already placed online deposits for approximately 50 per cent of our allocation in 2022. This enviable position allows us to focus even more on our customers and ensure we are living up to their expectations of us as a brand, company and retail network,” concluded Mr. Braun.



**BMW.**

The BMW brand reported sales of 8,299 new vehicles in the third quarter of 2021, an increase of 14.2% per cent compared to the third quarter of 2020. The year-to-date figure for the BMW brand was 23,424 units, an increase of 26.5% per cent over the same period last year.

BMW's luxurious line-up of passenger sedans enjoyed a strong third quarter in 2021. The BMW 2 Series, 3 Series, 4 Series and 5 Series all enjoyed gains over the same period in 2020, with the BMW 4 Series up nearly 50 per cent, and the 5 Series up more than 57 per cent. The brand's range of Sports Activity Vehicles and Sports Activity Coupes also performed well, with the BMW X3 and BMW X5 up nearly 28 per cent each compared to Q3 of 2020. For the second straight quarter, sales of electrified BMW models increased more than six-fold.

**MINI.**

As a result of global prioritization of production, MINI's third quarter sales experienced a reduction of 27 per cent from the previous year. Customer deliveries in the quarter totalled 1,091 units, with the all-electric MINI Cooper SE being one of the most popular models with Canadians. With the global announcement to become an exclusively electric brand by 2030, MINI introduced the 2022 MINI Electric Collection for the MINI Cooper SE, which is now available for pre-order.



	<b>Q3 2021</b>	<b>Q3 2020</b>	<b>YoY %</b>	<b>YTD Q3 2021</b>	<b>YTD Q3 2020</b>	<b>YoY %</b>
BMW Brand	8,299	7,269	14.2%	23,424	18,514	26.5%
BMW Passenger Cars	2,799	2,339	19.7%	8,390	5,935	41.4%
BMW Light Trucks	5,500	4,930	11.6%	15,034	12,579	19.5%
MINI Brand	1,091	1,501	-27.3%	3,278	3,163	3.6%
<b>TOTAL Group</b>	<b>9,390</b>	<b>8,770</b>	<b>7.1%</b>	<b>26,702</b>	<b>21,677</b>	<b>23.2%</b>

Table 1: New Vehicle Sales BMW Group Canada, Q3 2021

### **Motorrad.**

BMW Motorrad reported a strong third-quarter finish, including a best-ever July. The two-wheeled brand delivered 676 motorcycles to enthusiasts in Q3, an increase of 15.6 per cent over

Q3 2020. Year-to-date sales for the brand were 2,040 units, an increase of 42.7 per cent over 2020's year-to-date figures. Top sellers included the R 1250 GSA, R 1250 GS, R 1250 RT, and S 1000 RR.



	Q3 2021	Q3 2020	YoY %	YTD 2021	YTD 2020	YoY %
BMW Motorcycles	676	585	15.6%	2,040	1,430	42.7%

Table 2: Motorcycle Sales BMW Group Canada, Q3 2021

**BMW  
GROUP**

Canada

**Corporate Communications**



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.

**For more information, please contact:**

Marc Belcourt, Director, Corporate Communications  
BMW Group Canada  
905-428-5078 / [marc.belcourt@bmwgroup.ca](mailto:marc.belcourt@bmwgroup.ca)

Barb Pitblado, Manager, Corporate Communications  
BMW Group Canada  
905-428-5005 / [barb.pitblado@bmwgroup.ca](mailto:barb.pitblado@bmwgroup.ca)