

**Media Advisory**

April 3, 2023

BMW Group Canada reports Q1 2023 sales results.

- **BMW sales up +13.5%, with electric sales increasing two-fold.**
- **MINI sales up +13.6% as plug-in hybrid sales increase +25.5%.**
- **BMW Motorrad up +11% for its best first quarter ever.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 7,482 vehicles for the first quarter of 2023, an increase of more than +13% compared to Q1 2022.

"The BMW Group and its retailer partners in Canada kicked off the year with a solid first-quarter sales result," commented David George, president and CEO, BMW Group Canada. "It's very encouraging to see all three of our premium brands in such high demand to start the year."

"These results would not be possible without committed, engaged retail partners, and I can say with confidence that the working foundation we've jointly developed has never been stronger," George continued. "The recent Canadian New Car Dealer Satisfaction Survey, administered by the Canadian Automobile Dealers Association, ranked BMW Group Canada as a top five manufacturer in overall dealer satisfaction. This achievement is one that the entire team at BMW Group Canada is proud of and verifies the quality of our relationship. And just recently, it was our turn to recognize business excellence through the first-ever BMW Retailer of the Year Awards. This program was designed to celebrate the 'best of the best' in all key areas of the business, from sustainability initiatives to customer satisfaction levels."

"The combination of customer-focussed retailers and a growing product portfolio leads to a more premium shopping experience for our customers. Our ever-expanding electric portfolio is part of this experience, and it's being recognized around the world. For example, the fully-electric BMW i4 was recently crowned Canadian Car of the Year by the Canadian Automobile Journalists Association of Canada. This win marks the first time a fully-electric vehicle has won the prestigious title. On the luxury and performance side of the brand, two spectacular new products are here to excite customers and enthusiasts alike: the first-ever BMW XM and the all-new BMW M2. And there is only more to come in 2023," concluded George.

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The Automobile Journalist Association of Canada's 2023 Canadian Car of the Year, the all-electric BMW i4.

BMW.

Sales of BMW brand vehicles increased +13.5% in the first quarter of 2023, with 6,443 units sold. The flagship BMW 7 Series, utterly redesigned and available for the first time with an all-electric powertrain, performed well in the first quarter, more than tripling its sales figures from the same period in 2022. Electric sales for the premium brand also increased significantly, doubling their performance of Q1 2022. The brand's performance alter-ego – BMW M – grew +28%, as well.

The first quarter of 2023 also marked the first sales of the all-new BMW XM. With a powerful road presence and hybrid drivetrain, the first-ever XM speaks to an exclusive audience, offering undeniable luxury and expressiveness.



The first-ever BMW XM.

MINI.

MINI kicked off 2023 with sales results of 1,039 units in the first quarter, an increase of +13.6% compared to the first quarter of 2022. Plug-in hybrid sales were up nearly 26% in Q1, demonstrating Canadians' love for efficient, environmentally-friendly vehicles with exceptional versatility...and MINI's ever-present sense of fun. The MINI Countryman – the brand's crossover SUV – contributed to the quarter's success as well, with a 33% increase in volume versus Q1 2022.



MINI's crossover SUV, the MINI Cooper SE Countryman ALL4.

| | Q1 2023 | Q1 2022 | YoY % | Q1 YTD 2023 | Q3 YTD 2022 | YoY % |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| BMW Brand | 6,443 | 5,675 | 13.5% | 6,443 | 5,675 | 13.5% |
| BMW Passenger Cars | 1,794 | 1,398 | 28.3% | 1,794 | 1,398 | 28.3% |
| BMW Light Trucks | 4,649 | 4,277 | 8.7% | 4,649 | 4,277 | 8.7% |
| MINI Brand | 1,039 | 915 | 13.6% | 1,039 | 915 | 13.6% |
| TOTAL Group | 7,482 | 6,590 | 13.5% | 7,482 | 6,590 | 13.5% |

Table 1: New Vehicle Sales BMW Group Canada, Q1 2023.

BMW Motorrad.

BMW Motorrad Canada celebrated its best first quarter ever after delivering 540 new motorcycles to Canadian two-wheeled travellers in Q1 2023. This represents an increase of

+11% over the same period last year. Hinting at Canadian motorcycle enthusiasts' love of performance, the BMW Motorrad S 1000 RR was a key contributor to the brand's success in the first quarter. Other models supporting the brand in Q1 were the BMW Motorrad R 1250 GSA and R 1250 GS.



BMW Motorrad S 1000 RR.

| | Q1 2023 | Q1 2022 | YoY % | Q1 YTD 2023 | Q1 YTD 2022 | YoY % |
|-----------------|---------|---------|-------|-------------|-------------|-------|
| BMW Motorcycles | 540 | 486 | +11% | 540 | 486 | +11% |

Table 2: Motorcycle Sales BMW Group Canada, Q1 2023.



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 50 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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