

**Media Advisory**

April 1, 2025

BMW Group Canada reports Q1 2025 sales results.

- **BMW Group Canada increases sales by +10.0% in Q1 2025.**
- **The BMW brand reports an increase of nearly +14% for the first quarter.**
- **Sales of electrified BMW models result in a +12.7% increase over previous year.**

Richmond Hill, ON. BMW Group Canada (BMW and MINI brands combined) reported sales of 7,308 vehicles for the first quarter of 2025, securing an increase of +10.0% over the same period in 2024.

"We generated strong momentum in the first quarter of 2025," said Andrew Scott, president and CEO, BMW Group Canada. "We laid a solid foundation thanks to improvements in dealer satisfaction ratings and strong product recognition, which lead to positive sales results.

"We're starting the year ahead of where we were last year at this time, which puts us in a strong position. Purely electric vehicle sales are up, as are sales of our high-performance BMW M products. With strong additions to our product portfolio arriving – such as the BMW M5 Touring, for example – we look forward to driving excitement among customers and fans this year.

"I'm pleased that our focus on supporting and communicating with our retail partners made such a positive impact on our Canadian Automobile Dealers Association (CADA) survey results," continued Scott. "Both BMW and MINI brands moved up four spots in the latest survey, marking some of our largest dealer satisfaction improvements in recent years. That's a great achievement given the challenging environment we're working in. Communication is critical right now as we navigate market uncertainties, and we will continue to work on this important relationship as the year proceeds. We are prepared for the challenges that may present themselves this year and are stronger for working on them together. I thank each retail partner for their dedication to our customers' mobility needs.

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"Our strength in the field of electrification was proven once again in the first quarter through the continued recognition of the BMW i4. After earning the Car of the Year title from the Automobile Journalists Association of Canada (AJAC) in 2023, AJAC provided further recognition to this remarkable model by naming it 2025 Electric Car of the Year in February. AJAC also awarded our innovative Digital Key Plus technology with the Best Safety

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Innovation Award in March. We appreciate these tributes to BMW's commitment to safety and innovation from this well-respected group of automotive experts.

"Now, we prepare for the launch of the Neue Klasse, the biggest future-focussed project in our company's history," concluded Scott. "The first model of the Neue Klasse was announced in March at the BMW Group Annual Conference. It will be the BMW iX3, and it will arrive in Canada in 2026."



BMW.

BMW Q1 sales for 2025 were up +13.9% over Q1 2024, with 6,449 units sold.

Fast Facts:

- The BMW 5 Series reported a strong quarter, with sales of both its internal combustion and electrified versions securing significant increases. The 5 Series (including the plug-in hybrid version) nearly tripled its sales volume compared to Q1 2024, while the purely electric BMW i5 was up +85.7%.
- Canadians continue to demonstrate their passion for BMW's high-performance models; BMW M sales were up +10.8% over Q1 2024, and March 2025 was the best-ever March for the M sub-brand. Additionally, BMW's first electrified M model, the plug-in hybrid BMW XM, achieved a record month in March of 2025.
- Sales of battery electric vehicles rose +8.0% in Q1 2025 over Q1 2024, and those for plug-in hybrid electric vehicles rose +21.5%.

MINI.

Sales for the MINI brand were down -12.5% in Q1 2025 with 859 units sold.

Fast Facts:

- Sales of purely electric MINI models increased +58.8% in Q1 2025 compared to Q1 2024.
- With the arrival of the new MINI Convertible and MINI John Cooper Works 3 door, the complete range of new generation MINI models is now available for Canadian MINI fans to enjoy.

	Q1 2025	Q1 2024	YoY %	2025 YTD	2024 YTD	YoY %
BMW Brand	6,449	5,661	+13.9%	6,449	5,661	+13.9%
BMW Passenger Cars	1,607	1,669	-3.7%	1,607	1,669	-3.7%
BMW Light Trucks	4,842	3,992	+21.3%	4,842	3,992	+21.3%
MINI	859	982	-12.5%	859	982	-12.5%
Total Group	7,308	6,643	+10.0%	7,308	6,643	+10.0%

Table 1: New Vehicle Sales BMW Group Canada, Q1 2025.

BMW Motorrad.

BMW Motorrad sales totalled 498 motorcycles for the first quarter of 2025. This represents a decrease of -9.1% compared to Q1 2024.

Fast Facts:

- Top-selling motorcycles for the first quarter of 2025 included the R 1300 GS, R 1300 GSA and the S 1000 RR.
- January 2025 was BMW Motorrad's best January on record.
- The first quarter of the year saw BMW Motorrad announce three new motorcycles: the BMW R 18, the R 12 S and the R 12 G/S.
- The two-wheeled brand engaged with fans at several shows throughout the quarter, including the Canadian International Auto Show and the motorcycle shows in Toronto, Vancouver and Montreal.

	Q1 2025	Q1 2024	YoY %	2025 YTD	2024 YTD	YoY %
BMW Motorcycles	498	548	-9.1%	498	548	-9.1%

Table 2: Motorcycle Sales BMW Group Canada, Q1 2025.



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

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