

**Media Advisory**

October 1, 2025

**BMW Group Canada reports Q3 2025 sales results.**

- **BMW Group Canada sales increase both for the quarter and year-to-date.**
- **MINI records double-digit Q3 and year-to-date increases.**
- **BMW Motorrad reports its best third quarter on record.**
- **M versions of electrified BMW models increase year-over-year.**

**Richmond Hill, ON.** BMW Group Canada (BMW and MINI brands combined) reported year-to-date sales of 26,319 vehicles today, representing an increase of +5.9% compared to the same period in 2025. The Group retailed 7,855 vehicles in the third quarter of 2025, an increase of +0.7% over Q3 2024.

"A significant highlight of the third quarter included the introduction of the first series-production Neue Klasse model to the world," stated Andrew Scott, president and CEO, BMW Group Canada. "The BMW iX3 is a fully electric Sports Activity Vehicle with an all-new design language, sixth-generation BMW eDrive technology, new electronics software, the BMW Heart of Joy, and an entirely new digital user experience with BMW Panoramic iDrive. An all-encompassing sustainability strategy reduces its product carbon footprint over its lifecycle by more than 30% compared to previous electric BMW models. Furthermore, the BMW iX3 will be produced in the most innovative manufacturing facility in the company's global production network, BMW Group Plant Debrecen. The BMW iX3 is not just a new vehicle, it is the start of an entirely new era for the BMW Group. I look forward to presenting it to Canadians in 2026."



The new BMW iX3 50 xDrive.

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**BMW.**

Year-to-date sales BMW sales totalled 22,605 units, an increase of +3.2% over the same period in 2024. Sales for the third quarter of 2025 were 6,529 vehicles, down -7.7% compared to Q3 2024.

## Fast Facts &amp; Highlights:

- High-performance models remain a focus for Canadian BMW customers, with sales of BMW M products up +6.8% year-to-date.
- Nearly a quarter of all BMW models sold in Canada in 2025 sport an M badge, placing Canada in the top three markets globally for BMW M share of total sales.
- Performance versions of BMW's fully electric vehicles also increased year-to-date, with M versions of the BMW i4, i5, i7 and iX recording sales increases.

**MINI.**

Sales of MINI models were up for the quarter and year-to-date. The brand sold 1,326 vehicles in the third quarter of 2025, an increase of +81.9%, and 3,714 units year-to-date, an increase of +25.6%.

## Fast Facts &amp; Highlights:

- Driving sales was the MINI Countryman – the largest and most versatile of the MINI models – marking an increase of +70.4% in Q3 2025 compared to Q3 2024.
- Sales of the all-electric MINI Countryman were up +91.0% for the quarter and more than quadrupled year-to-date.

	<b>Q3 2025</b>	<b>Q3 2024</b>	<b>YoY %</b>	<b>2025 YTD</b>	<b>2024 YTD</b>	<b>YoY %</b>
BMW Brand	6,529	7,070	-7.7%	22,605	21,905	+3.2%
BMW Passenger Cars	2,486	2,233	+11.3%	7,187	6,735	+6.7%
BMW Light Trucks	4,043	4,837	-16.4%	15,418	15,170	+1.6%
MINI	1,326	729	+81.9%	3,714	2,958	+25.6%
<b>Total Group</b>	<b>7,855</b>	<b>7,799</b>	<b>+0.7%</b>	<b>26,319</b>	<b>24,863</b>	<b>+5.9%</b>

Table 1: New Vehicle Sales BMW Group Canada, Q3 2025.

**BMW Motorrad.**

BMW Motorrad reported strong sales for the third quarter of 2025 despite a downturn across the industry this year. Sales of BMW Motorrad products were up +27.0% for the quarter and +5.0% year-to-date.

## Fast Facts &amp; Highlights:



- The two-wheeled brand secured a best-ever August and best-ever September in Q3 2025, contributing to BMW Motorrad's best third quarter on record.
- Thousands of fans were invited to experience BMW Motorrad models in the flesh at retailers nationwide at the "Open Haus" event in early September.
- The S 1000 RR, R 1300 GS and GS Adventure, and the new R 1300 RT were top-selling models for the quarter.

	<b>Q3 2025</b>	<b>Q3 2024</b>	<b>YoY %</b>	<b>2025 YTD</b>	<b>2024 YTD</b>	<b>YoY %</b>
<b>BMW Motorcycles</b>	794	625	+27.0%	2,392	2,278	+5.0%

Table 2: Motorcycle Sales BMW Group Canada, Q3 2025.

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

**For more information, please contact:**

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